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ADVERTISEMENT TECHNIQUES FOR SUSTAINABLE PRODUCTS AND ITS IMPACT IN CONSUMER-BUYING BEHAVIOUR

– Case study of WWW Wohnwagon



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The purpose of this research is to study the advertisement techniques for sustainable products of Wohnwagon and its impact in consumer-buying behavior. The action research was conducted using literature review, interview with the case study company Wohnwagon, and questionnaire. In addition, after analysis of the questionnaire results, the follow up interview with the company was done in order to discuss the suggestions for improving Wohnwagon's current advertisement techniques for its sustainable products.

In nowadays society, online advertising particularly social media certainly proves to be the most successful advertising channel. In addition social currency and recommendations from other people play an important part for promoting sustainable products. Such factors as price, quality and impact on health as well as credibility of the company are argued to be the most valuable factors impacting consumer-buying behavior. Regulations from the government such as imposition of certain labels, subsidies, taxes, and deposit schemes concerning sustainable products also have an impact on consumer buying behavior.

Creating fact-based or the mixture of fact-based and emotional advertising as well as including educational content is important for the company as it further impacts consumer's perception towards sustainable products. In addition, the respondents in the questionnaire prefer when association technique is used.

The suggestions found in this research will be implemented by Wohnwagon in their own time scale and adjusted accordingly to their mission and vision. Wohnwagon will also use the information presented in this research for their own purposes and future research.

KEYWORDS:

Sustainability, Advertising techniques, Green marketing, Consumer buying behaviour

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1 INTRODUCTION

1.1 Background

The severity of pollution has been drastically increasing in the recent years. In less than five years air pollution has grown by 5%, impacting billions of people in the world (World Health Organization, 2016). Hence, in order to help the environment as well as to attract the consumers, companies are now increasing their environmental awareness and the usage of sustainable products (Iannuzzi, 2017). Advertisement plays an important role when it comes to purchasing intentions of the potential customers. However, not all people are aware of the characteristics of sustainable products and, thus, using a certain advertising techniques is crucial to not only promote the product but also build consumer awareness on environmental issues. (Ottman, 2011, 116) In this regard, according to a new study created by Unilever Company, “21% of people said they would effectively pick brands, if only they would make their sustainability credentials clearer” in advertising as well as on the packaging (Unilever, 2017).

According to Ottman (2011, 7-8) there has been an increase of 30% in recycling behaviour among consumers in the U.S. compared to previous years. In addition, as mentioned in research, 46% of consumers state they regularly boycott a brand if it is not meeting their views on social or environmental practices. Increase in environmental awareness and consumer’s green behaviour compared to previous years, shows that the market for sustainable products is expanding (Larson, 2012; Laroche, 2001). Compared to previous generations, “generation Z is the first to be grown up in an environmentally conscious world”, meaning the environmental awareness is becoming the norm. Ottman (2011, 7) Nevertheless, the consumer buying behaviour for sustainable products varies, accordingly on how the consumers acknowledge the need for sustainable products in the present world. (Datta, 2011) The consumer buying behaviour for sustainable products is still in the process of becoming an everyday habit, since 33% of consumers stated they would not be purchasing a sustainable product in tough economic times. (Ottman, 2011, 11) Hence, it is crucial for the

companies to understand the consumer buying behaviour for acknowledging and accepting sustainable products in order to correctly modify their advertising techniques. (Steg, Vleg, 2009) Therefore, to decrease the negative effects on the environment, it is critical to increase the awareness and thus the usage of sustainable products.

1.2 Personal interest and case study company Wohnwagon

I have personal interest in the topic because I believe the future is behind the environmentally friendly products and unless the consumers will change their habits, the world pollution rate will be radically increasing. According to Global Footprint Network, 2017, by the 2nd of August 2017, humans have used all the natural resources, which Earth can renew in one year. Which means that Earth will not be able to replenish its resources until the end of the year. According to this research each year the date is moved earlier, thus creating a shortage of resources. In this context, the importance of using sustainable products is extremely high. Thus, for my case study I picked an Austrian start-up company, called WWW Wohnwagon, which specifies in promoting sustainable products and sustainable lifestyle.

Wohnwagon offers a very wide range of sustainable products of different prices. The range of the products is very diverse, as it is possible to purchase anything from personal care products such as toothbrushes, to cooking utensils, gardening products, electrical products, do it yourself products, furniture, etc. In addition, Wohnwagon also offers a completely sustainable portable home that would change the effect on the environment. The portable home is fully sustainable and can be individually customized. According to the CEO and co-Founder of Wohnwagon, Theresa Steininger (2017), their sustainable portable home “is the first living unit, which does not need any connection to external unit.” In addition, to purchasing this portable home, it is possible to rent it for a temporal amount of time, depending on your own preference. I find the concepts behind the company very interesting and I believe that the awareness of their sustainable products will substantially grow in the future. Due to the wide range of products offered by Wohnwagon, the price ranges from 1 euro to 90,000 euros, making it available for a higher number of people and not only target an audience with a higher income. Introducing such sustainable living possibility of portable home and using sustainable products on a daily basis would change the environmental pollution,

however proper advertising channels and techniques should be used in order to inform and attract consumers.

Consumer's buying behaviour is getting affected easier as the economy is growing and the amount of choices, products and promotion channels is increasing. However, I believe some information on sustainability is still missing; consumers may simply not know the ideas behind sustainable products and/or not fully understand why it would be valuable for them and for the environment. Thus, I would like to make a participatory action research in which by using the information on sales, marketing channels and consumers, I would be able to suggest new ways to promote the products of Wohnwagon faster to a greater audience, and also analyse how it would affect consumers buying behaviour.

1.3 Research objectives and research questions

By acknowledging the importance of sustainable products, it is essential to further identify the best advertisement techniques, which impact the consumer buying behaviour. Formulating the objective and stating the research questions is significant in order to establish the most effective advertisement methods. Thus, the research objective is to determine the most suitable advertisement techniques for promoting sustainable products of Wohnwagon and thus impacting consumer-buying behaviour.

In order to accomplish this objective, the thesis is designed to answer the following questions:

1. Which factors have an impact on consumer buying behaviour for sustainable products, particularly in Europe?
2. How could current advertisement techniques of Wohnwagon be improved to have a larger impact on the consumption of its sustainable products?

1.4 Thesis structure

The thesis begins with an introduction on the background of sustainability and its importance in the society, as well as the information on personal motivation and interest in writing about the topic. The information about the case study company

Wohnwagon is also included in the introduction. Additionally, main research objective and research questions are defined.

In the second chapter of the thesis the relevant literature concerning sustainable products, advertisement techniques, green marketing, and factors affecting consumer buying behaviour is reviewed.

In the third chapter the methodology is explained, including all the ways used for data collection. The limitations for each part of the data collection are defined. Furthermore, the fourth chapter includes a detailed analysis of the research findings. In addition, the results of the questionnaires and interviews are evaluated and criticized, according to the methodology used in the previous chapter.

The fifth and final chapter is presenting the conclusions and various suggestions and implications for improving the advertisement techniques for sustainable products of Wohnwagon in order to impact consumer-buying behaviour.

2 LITERATURE REVIEW

Before proceeding forward with this research it is important to understand such terms as advertising techniques and sustainability. Determining these terms in relation to consumer buying behaviour is crucial in order to answer the research questions as well as to achieve the research objective of the thesis. Thus, in this chapter, literature is reviewed in order to study the theories and the previous researches made on similar topics. In addition, the literature is evaluated according to its relevance and reliability. This literature review for this research is divided into seven different subchapters in which different relevant themes will be covered.

2.1 Sustainable products and consumer buying behaviour

The negative impacts created by consumption and production of non-sustainable products has led to the realization of human responsibility towards the nature (Larson, 2012). In this context, the need of sustainable products has been rapidly increasing in respect to the awareness of environmental issues (Datta, 2011). These sustainable products can be defined as those that do not cause permanent damage to the economical, social or environmental aspects throughout their whole lifecycle. In addition, these products must also meet the customer satisfaction or they would not be able to survive in a competitive market full of substitutes. In this regard, the products should be continuously improved according to the customer's needs and technology development with respect to the environment. (Belz & Peattie, 2009)

The use of these environmentally sustainable products involve taking actions on such concepts as recycling and reducing the pollution levels by using the materials, which do not bring harm to the environment. (Kumar, 2012) Consequently, due to an increased focus on corporate social responsibility, the use of sustainable practices increased in the companies. (Bailey et al., 2016; Wang, Liu & Qi, 2014) As a result, over the years, it has become easier to find and purchase environmentally friendly products in stores as well as to find them online. (Ottman, 2011, 7)

Therefore, by changing consumer buying behaviour and increasing consumer's positive attitude towards purchasing sustainable products, it is possible to reduce the severity of pollution and improve the condition of the environment. In this regard,

understanding the factors affecting consumer buying behaviour of sustainable products is important as it dictates the necessary marketing techniques used for further promoting the product. (Chitra, 2007)

Additionally, as stated by Datta (2011, 128), “the pro-environmental concern among consumers is likely to lead to green buying behaviour.” For this reason, as Pickett-Baker (2008, 293) mentioned, it is fundamental to educate the consumers on sustainability in order to create an understanding of reasons in purchasing eco-friendly products over other alternatives. In addition, consumer-buying behaviour of sustainable products differs from individuals and even though, it can be categorized, there are still different factors affecting the decision-making process depending on the individual case and consumers experience. (Pickett-Baker, Ozaki, 2008, 292)

2.2 Factors affecting consumer buying behaviour

The concept of consumer buying behaviour has been defined in many ways depending on the researcher. However, they all lead to the concept of consumer buying behaviour being the process of selecting products according to the needs and wants of the consumer. (Kotler & Keller, 2011) In this research, consumer buying behaviour is defined as: “the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires.” (Solomon, 2006, 27) In addition, Kotler and Keller (2011) highlight the importance of studying consumer buying behaviour as it gives an advantage to develop suitable strategies to the right audience according to consumers needs and wants.

Overall, there is a wide variety of consumers, from different cultures, gender or age category. Understanding consumer buying behaviour is more than defining the reasons for purchasing the product, it is determining the decision-making process behind purchasing. (Solomon, 2004) There are many different factors, which affect consumer-buying behaviour, such as cultural, psychological, personal and social factors. All the factors together give a foundation for decision-making process for purchasing a product. (Kotler & Armstrong, 2010, 159) However, since consumers needs constantly change accordingly to their psychological and physical needs, there is a general agreement between the researches, that the process of consumer buying behaviour is a subject of continual change throughout the time. (Kotler & Keller, 2011)

According to Kotler & Armstrong (2010, 256) cultural factors determine the basic values and perceptions, wants and behaviours of the consumer. Marketers always aim at spotting 'cultural shifts' that affect creating new products, which might be wanted. Cultural shifts are defined as the change in the beliefs, behaviours and outcomes. (Katzenbach, et al., 2012) Cultural shifts may exist in companies, however are also applied for consumers in general and their preferences for purchasing products. For example a trend for healthy eating may require markets to create new healthy foods. (Kotler & Keller, 2008, 484)

Behind each different culture there is also a subculture, which is important in determining marketing segments. Determining and knowing the segments such as demographic, behavioural, psychographic and geographic, as well as further applying appropriate advertising techniques for each, would help at increasing the chances of successful marketing. In addition, every country follows at least some structure of social classes that also play an important role on consumer-buying behaviour. Some countries follow more hierarchical structures, while others are more flat when it comes to social classes, thus the consumers buying behaviour would be different accordingly to the experience each person has encountered. (Kotler & Keller, 2011)

Buyer's decisions are also influenced by personal factors, such as age, economic situation, lifestyle, and life-cycle stage. (Kotler & Keller, 2011) At each stage, the person would be affected by different factors; hence as mentioned by researches (Plummer, 1974; Wagner & Sherman, 1983), consumer-buying behaviour is a continuing subject to change and thus cannot be concretely categorized. Overall, the behaviour for purchasing the product would be the combination of consumer's regular habits, the knowledge of the product and the effect of advertising techniques. (East, et al., 2017; Vermeir & Verbeke, 2004)

In addition, a person's buying choice is also influenced by psychological factors, such as "perception, motivation, learning, beliefs and attitudes." (Kotler, Armstrong, 2010, 184) The combination of factors that influence consumers, make each person's experiences and the decision making process behind purchasing products unique. The perception of people can be further considered in regard to Abraham Maslow theory of human behaviour.

According to Maslow's hierarchy of needs in figure 1, only after successfully fulfilling the first need, arranged in a hierarchical order, the next higher need is emerged. (Maslow, 1943, 372)

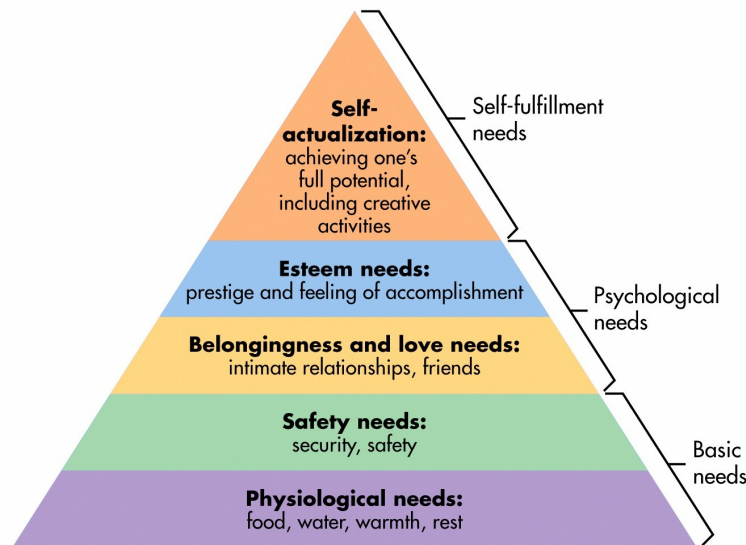


Figure 1. Maslow's hierarchy of needs

As stated by Kotler & Armstrong, (2010, 272-273), the Maslow's hierarchy of needs is applicable to consumer buying behaviour as only after fulfilling the first basic need, it will stop being a motivator and the person will then try to satisfy the psychological need. As studied by Joshi & Rahman (2015) and Fraj & Martinez (2006) the determinant of consumer purchasing sustainable products is the need of self-fulfilment. Other researchers also mentioned that, once people have fulfilled their basic needs, they will move further to satisfy the needs with respect to others such as the protection of the environment. (Smith, Brower, 2012; Yawson, Armah & Pappoe, 2009, 952) In respect to the case study company, by purchasing and using sustainable products of Wohnwagon self-fulfilment needs are satisfied due to the fact that Wohnwagon products and their use does not lead to negative effects on the planet and hence helps in protecting the environment.

In this regard, according to researches only by fulfilling basic and psychological needs the person is able to move further to satisfy self-fulfilment needs to which the use of sustainable products would relate (Kotler & Armstrong, 2010, 272). With that said, the cultural aspects differ throughout different cultures, while for some self-actualization and individuality is put above everything else, for other cultures, esteem need is chosen above all. Nevertheless, the basic hierarchical structure is applied universally

and thus helps in further understanding certain behaviours of people. (Kotler & Armstrong, 2010, 272; Vittel, Nwachukwu & Barnes, 1993)

2.3 Advertising channels and advertising techniques

There are several types of promotion channels and advertising techniques, which could be used to increase the consumption of a product. According to researchers, “advertising is an important element of promotion mix”. (Khan, 2006, 248) As stated by Khan (2006), advertising has an advantage compared to personal selling and sales promotions. For example, advertising has the ability to target a wider audience of people while using lower price compared to other techniques. Advertising is visual, which means it can also target more people with less difficulty, as there is a possibility for personal interpretation depending on the consumers experiences. In addition, advertisements are not considered to be threatening compared to personal selling. (Khan, 2006)

Undoubtedly, the development and increase of Internet usage, has lead to the creation of new opportunities for advertisements to target a higher audience of people with less effort. (Estrada-Jimenez, et al., 2017) Due to the ease with which users can be tracked, online advertising has become personalized, targeting more specific groups of people at a faster rate. As studied by Yuan et al., (2013), personalized advertising as used in channels such as Facebook, Google and YouTube are considered to be the most profitable and effective types of advertising.

However, some people may lack the necessary technological devices to be affected by online personalized advertising on social media. Hence, such offline advertising as posters could be used. This type of advertising has the possibility to be noticed by a high number of people, it also possesses lower costs compared to for example television or cinema advertising and has the flexibility of changing location. (Stella & Vijayalakshmi, 2017, 954) However, according to Stella & Vijayalakshmi (2017, 955), such advertising may increase the number of pollution and may not be considered positive when it comes to promoting sustainable products. This would happen due to the fact that posters might potentially destroy the walls of the buildings also the amount of paper required for creating “mural advertising” is high. As discussed by Stella & Vijayalakshmi (2017, 955) a lot of paper may end up on the streets hence creating unnecessary trash and pollution.

Even though advertising is widely used, it also has some drawbacks. The drawbacks depend on the type of advertisement channel being used. For example, the lifespan of a television advertisement is stated to be rather short. The coverage is also limited, depending on the time purchased for promotion. Radio advertisements also include time and content limitation. Moreover, there is a lack of personal touch in selling and not all consumers may be available at the time of the advertisement or may lack the technological devices. Concerning cinema advertising, it is considered to be expensive and thus only bigger sized companies may be able to afford it. In regard to newspaper advertisements, they could depend on general reputation of that particular newspaper among consumers. (Stella & Vijayalakshmi, 2017, 954)

In order to have as less drawbacks as possible it is crucial to correctly choose the advertisement channels and advertising techniques for each product. According to Estrada-Jimenez, et al (2017) great part of success for companies depends on the advertisement channels and techniques used to promote the product. Thus, choosing the correct way to reach an effectively communicated message to the target audience is essential. Depending on the target audience, the advertisement channels and advertising techniques are used differently. (Ottman, 2011)

There are many techniques, which could be applied to different types of advertisements. For example, increasing the consumer's psychological and emotional connection with the product by imposing an association technique. Association technique is the technique used for influencing consumers buying behaviour by imposing associations of a product with a desired state of mind, famous person or a positive activity. (Hudgins, 2017)

Bandwagon is another advertising technique, which helps in promoting the product by convincing the consumer that other people are also using the product and by purchasing it, the consumer would not feel left out or excluded from the group. This technique is usually using words, which may not be necessarily related to the product being sold. Nevertheless, this technique highlights the concepts and values, which show importance of being a part of the community to the consumers. (Hudgins, 2017)

Using repetition is considered to be a simple, yet a powerful tool in affecting consumers subconscious. It builds awareness of the product and increases the possibility of the potential consumer to remember the brand or the product itself much better, thus constantly coming back to an idea of purchasing it. (Hudgins, 2017) As discussed by

Hudgins, 2017 repetition is one of the main advertising techniques, for affecting consumers subconscious in order to purchase the product. According to Ottman (2011, 178), choosing a specific and correct technique is necessary not only to promote the product but also to create a brand image, which will be further communicated to the consumers.

2.4 Green marketing

The advertising of sustainable products can be referred to as green advertising. Green advertising is defined as “the promotion of products that are presumed to be environmentally safe.” (Banerjee, 2003, 69) Green advertising aims at developing consumers’ understanding and increasing their knowledge towards sustainable lifestyle while offering the product. (Kumar, 2017, 71) It is important to mention, that green advertising has rapidly increased in the past two decades, as it is becoming the main way in increasing public awareness on environment and the eco friendly practices. (Atkinson & Kim, 2015; Hultman, et al., 2011, 23; Ottman, 2011, 3)

In the first place it is important to differentiate the types of promotion that are used specifically for sustainable products. These types of promotions are stated to be different types of green advertisements according to the goals of the company as well as the general product itself. Some advertisements are purely commercial, which main goal is to increase a number of regular customers and boost the sales of the company. Another type is advertisements with educational content that aim at helping the consumers to increase their awareness of environmental issues and the way in which they could help the environment. Lastly, there are advertisements, which are image-focused, meaning they are increasing the company’s green profile in the eyes of consumers and thus promoting the values of the company. (Hultman, et al., 2011, 8)

In addition, according to research conducted by Schmuck, et al., (2017) there are three major green advertising appeals for consumers. The first is the functional or fact-based appeal, the second is emotional or image-based appeal and the last is the mixture of these two appeals. It is important to notice that, the advertisements with educational content are considered to be the most genuine in the eyes of consumers and thus successful in a long term. (Hultman, et al., 2011, 24) Additionally, as mentioned by Schmuck, et al., (2017) the mixture of emotional and functional based appeal is argued to be the most efficient for green marketing.

The increase in green marketing has led to the growth of corporate responsibility policies in organizations and their environmentally friendly practices. (Hultman, et al., 2011) By behaving sustainably in respect towards the environment, companies are able to differentiate themselves from competitors as well as to prove their commitment towards protecting the planet. (Khare, 2014) However, such drastic growth in companies promoting their environmental policies through green marketing, has lead the consumers to question if advertisements are ethical and credible and thus if the advertisements can be trusted. (Hultman, et al., 2011) In regard to reliability and consumer's trust towards green advertisements, consumers need to understand and believe that brands are genuinely trying to become more sustainable. (Kumar P., 2017)

Consumers' knowledge about environmental issues could create an awareness, which would further increase interest and positive attitude towards sustainable products (Khare, 2014) but information about sustainable products and environmental friendly practices is not consistent to everyone. (Ottman, 2011, 36) Consumers have different levels of knowledge towards sustainable environment, which further affects their levels of commitment to sustainable practices. (Naderer, et al., 2017)

According to Ottman (2011, 40) in the research conducted by Natural Marketing Institute (2009) concerning barriers to green purchasing, 63% of responders stated that the high price was the reason why they were not using environmentally friendly products and services. While, 30% of asked people replied the reason to be as the lack of knowledge of sustainable products.

In spite of the price being the main barrier to purchasing sustainable products, Ottman (2011, 113) argues that the consumers will pay a higher price to what they would normally spend if the product will save them money in the future. In this context the definition of a higher price would depend on the consumers' economical situation and level of income. For example, purchasing energy-efficient electronic equipment compared to cheaper but less long-lasting models. In addition, consumers argued that they would spend more money on their health. Due to this reason sale of sustainable personal care products and foods are drastically growing. (Ottman, 2011, 114) According to research, the consumers are also more likely to re-purchase the product if it would have a positive long-term effect on their health and safety. (Ghazali et al., 2017; Terlau & Hirsch 2015) In addition, people came to realization that resources will not always renew themselves that the population is rapidly growing, the effects of global warming started to be noticed more and the amount of polluting is constantly

increasing. Thus, more people are coming to an acceptance of paying a higher price for sustainable products in relation to its long-term benefits. (Aragon-Correa, et al., 2017)

2.5 Green purchasing inconsistency

Although consumers are coming to an acceptance of paying a higher price, of 67% responders showing an interest in purchasing sustainable products, only a small number of consumers equalling to 4% actually purchased them. (Hugher, et al., 2007, 103)

The results of the research conducted by Hugher, et al., (2007) show that there is a gap in consumers buying behaviour and their attitudes towards sustainable products. Such gap in consumers buying behaviour is referred to as “green purchasing inconsistency” or “green attitude-behaviour gap” (Joshi & Rahman, 2015, 129). Defining the reasons behind the existence of this gap is important in order to determine the proper techniques to decrease such occurrence. In this regard as mentioned in research conducted by Hibbert, et al. (2013) besides the general factors for consumer buying behaviour mentioned above such as demographics, identity plays a significant role in creating a green attitude-behaviour gap. The identity is stated to be in the process of continual change, according to the situation that the person is in, the environment and the context. Hence, by creating a positive status identity for those people who consume sustainable products, it is possible to make a shift in green attitude-behaviour gap. (Hibbert, et al, 2013) Similarly, according to Gao et al. (2017, 62), consumers with a local identity are more willing to be paying higher prices for environmentally friendly products from their country of residence compared to consumers with global identity, who do not exceptionally support only local companies.

Continuing on the topic of the green attitude-behaviour gap other researchers, such as, Terlau & Hirsch (2015, 160), state that the reason for the existence of gap is due to purchasing barriers. In order to close the attitude-behaviour gap, the research proposes to raise awareness among consumers towards personal responsibility to the environment. Such increase could be done through marketing and educational campaigns. Improving communication of quality attributes, creating a transparency and trust by simplified labels is another ways in order to decrease such gap. (Terlau & Hirsch 2015) Increasing the believability of environmental claims in advertisements

would also reduce the appearance of the gap. This could be done by linking the corporate environmental activities with product related information for consumers, as well as educating the consumers in order for them to develop logical understanding of sustainable products and their usage. It is possible to accomplish by communicating the messages clearly and encouraging the consumers to participate in sustainable practices. (Kumar, 2017) In addition, considering an example of Denmark, where green footprints were placed towards the rubbish bins in order to reduce pollution, nudging that refers to affecting the subconscious of people to act in a certain manner (Thaler & Sunstein, 2008) could also help in reducing attitude-behaviour gap. (Peters, et al, 2016)

Moreover, Schaufele & Hamm (2017) also stated that the attitude-behaviour gap is segment specific. In their research, consumers with the highest expenditure showed lesser gap compared to the consumers with lower incomes. The research also stated that such gap exists due to lower availability of sustainable products compared to non-sustainable alternatives. (Hugher, et al., 2007; Schaufele & Hamm, 2017)

Due to cultural differences and perceptions among consumers, green advertisements are stated to be not as widely used on international level compared to national levels. According to Chan & Lau (2004) and Manrai et al., (1997) the countries' origins as well as ecological reputation in that country are important parts in increasing the consumers' beliefs in credibility of green advertisements. Schaufele & Hamm (2017) also argued that consumers prefer the products depending on their country of origin and the countries' tradition towards the product. (Mann et al., 2012; Schaufele & Hamm, 2017) In addition, there are stated to be two groups of consumers, which support local production. For instance, "Local-Organics" are the consumers who support organic products and "Locals" are exceptionally supporting local production. (Long & Murray, 2013; Schaufele & Hamm, 2017) In regard to this, depending on sustainable product choosing the right segment of consumers and considering the location is crucial in order to succeed. (Schaufele & Hamm, 2017)

2.6 Factors impacting consumer buying behaviour for sustainable products

The combination of concepts presented in the previous subchapters, helps in developing and further formulating the factors impacting consumer-buying behaviour particularly for sustainable products.

It is stated that consumer buying behaviour of sustainable products is influenced by two factors. The first set of factors is intrinsic to the consumers such as “the realization of their environmental responsibilities, and their quest for gaining knowledge” as well as the desire to act towards decreasing the amount of pollution and reducing the negative impact on the environment. The other set factors are extrinsic, which is related to “the social image of consumers and product characteristics such as quality, safety, price, promotion, impact on human health”. (Kotler & Keller 2011; Kumar & Ghodeswar, 2015; 331)

In addition to the two sets of factors, as stated by Kumar and Ghodeswar (2015) there are five variables affecting purchase decision of consumers for sustainable products. Such as supporting environmental protection, the drive for environmental responsibility, opinion of others, environmental friendliness of companies and green product experience.

Supporting environmental protection is the first and primary factor affecting consumers’ decision-making process towards choosing environmentally friendly products. The consumers look for products that would not have a negative impact on the environment and would not harm animals. By choosing sustainable products, consumers believe they are helping the environment. In addition, consumers also define the role of sustainable products as the way to improve the quality of the environment. (Kumar & Ghodeswar, 2015) In regard to Maslow’s hierarchy of needs by purchasing sustainable products of Wohnwagon, consumers would satisfy their self-fulfilment needs such as protection of the environment. In addition, sustainable products add relevance to lifestyle and thus consumers acknowledge the need of higher prices in relation to environmental benefits that will be received by paying such price. (Pickett-Baker & Ozaki, 2008)

The drive for environmental responsibility is the second factor, affecting consumers buying behaviour of sustainable products. Consumers are driven by intrinsic care about the prosperity of the planet, they possess the desire to individually contribute towards the environment. Thus, the consumers are being emotionally involved with the issues concerning protecting the environment. (Ghazali et al., 2017; Lee, 2008) According to further research, environmental attitude and concern for the environment is an important factor for purchasing sustainable products, however the consumers with higher education are more affected compared to the people with lower education concerning environmental issues. (Rashid & Shaharudin, 2017)

Consumers buying behaviour is often affected by the opinion of the others. Hence, social appeal is another factor, which affects their purchase decision-making. While interacting with other people consumers understand the importance of sustainable products they purchase. Consumers assess the product according to the information they receive from other people and further evaluate the success and necessity of the product based on received information. (Kumar & Ghodeswar, 2015) Thus, social appeal and peer pressure has a high impact on the purchase decision that consumers make. (Hynes & Wilson, 2016; Lee, 2008) Social norms and influences have a strong effect on consumer buying behaviour towards sustainable products. (Khare, 2014) In an environmentally friendly society, people feel that they have to act accordingly, in order to fit in, increase their self-esteem, trustworthiness and not be portrayed by others as careless and out-dated. (Kumar & Ghodeswar, 2015)

Environmental friendliness of companies plays another important role in affecting consumers buying behaviour. Consumers are conscious on the negative affects on the environment, thus before purchasing they would study not only the label of the product but also look into the values of the company, which is producing the products. (Hynes & Wilson, 2016; Laroche, 2001) “Consumers would most likely boycott company, if it would not follow the environmental regulations” or have a negative reputation of accusations, and thus refuse purchasing their products. (Kumar & Ghodeswar, 2015, 333)

Green product experience is the last factor related to consumers buying behaviour towards sustainable products. The consumers are driven by curiosity and the desire to learn more about green products. In the process of learning about sustainable products, consumers gain understanding of the environmental benefits behind such products. (Kumar & Ghodeswar, 2015) This further increases the willingness of consumers to pay a higher price on the product in respect to its positive effect on the environment. The knowledge received from learning about the product is shared between the individuals, thus further increasing the chances of purchasing the product in a higher quantity. (Khare, 2014)

In addition, as stated by researchers in subchapter two, demographics play an important role in consumer buying behaviour. (East, et al., 2017; Kotler & Keller, 2011; Vermeir & Verbeke, 2004) In a correlation of this factor to purchasing sustainable products, people with higher income may have more money to spend on environmentally friendly products, however the number of their appliances is also

increased, for example their number of cars, electrical appliances, the size of the house, food consumption, etc. Thus, people with lower income might be following the environmental policies more precisely, because due to subsidies and tax refunds they may be able to maintain their income levels. (Khare, 2014)

Continuing the factors impacting consumer-buying behaviour for sustainable products, it has been studied, that in some countries “women make up to 80% of decision” concerning purchasing essentials compared to men. (OECD, 2008, 47) Women tend to buy more often but cheaper products compared to men, who tend to spend more money on bigger scale and less sustainable products. According to a study conducted in Sweden, the consumers that paid the most attention to sustainable purchasing were stated to be single mothers. (Johnsson-Latham, 2007) According to the study conducted in UK, women paid more attention to labelling and food of sustainable practices (OECD, 2008, 48). In addition, in research about influences of environmental concern on consumer behaviour Minieri et al., (1997) argues that women would be more willing to purchase sustainable products compared to men, because they put more thought behind decision making process, thus as Khare (2014, 8) stated, “women exhibited higher environment conscious behaviour than men”.

2.7 Government's regulations on sustainable products

Continuing the topic of factors impacting consumer-buying behaviour for sustainable products, the governments in Europe impose certain regulations. For example taxes and charges increase on non-sustainable products can further affect consumer buying behaviour and impact their desire to purchase sustainable products. (OECD, 2008) However, it would only be applicable if the consumers were financially stable to make such decision. In addition, it is important to notice that according to research people who are more supportive on political ideas are most likely to engage in sustainable consumption if the government is imposing it. (Leal-Milan et al., 2017; Watkin, et al., 2016) As based on the information mentioned by researchers, the application level would still depend from consumer's personal view. (Kotler & Keller, 2011)

Even though, there is an added tax to the price of non-sustainable products, many countries follow the concept of deposit schemes, meaning if the original packaging is returned, the consumer receipts are refunded, for example on beverage container (OECD, 2008, 15). The government also imposes subsidies and incentives in order

to increase the consumption of sustainable products. However, the amount is considered to be rather small in the context of comparing it to the price of sustainable products. In addition in some countries, there is a possibility of earning green points by using sustainable vehicles, which could further be exchanged on discount for sustainable goods. (OECD, 2008, 18) Additionally, there are many countries in Europe that are imposing a law to ban fuel-based vehicles by 2025-2040, and imply subsidies on electric cars or feed-in tariffs for renewables (Eisenstein, 2017) some countries outside of Europe such as China and USA and are also planning to impose such law in the future (Beene & Lippert, 2017).

Continuing the topic of government's regulations on sustainable products, according to Organization for Economic Co-Operation and Development (2008) commercial advertising and communication campaigns for sustainable products are also powerful tools for promoting sustainable products. Considering the demands of consumers in nowadays society, companies have to make advertising more transparent, and ethical (Terlau & Hirsch 2015). According to Bailey, Mishra & Tiamiyu (2016) consumers purchasing behaviour towards sustainable products are strongly affected by trustworthiness towards the company, which is sending the message. In regard to this, The Nordic Ombudsmen developed general rules in order for the advertisements to not be misleading; consumer can also complain if they believe that the advertisement is giving false expectations. (OECD, 2008, 37) According to International Chamber of Commerce, 2005, the terms aiming at environmental friendly policies may not be used unless proven to be so, which is reducing the possibility of misleading the consumers with false advertising.

Despite government imposing taxes and chargers on sustainable products, consumers may respond to it differently. Since as mention by researches (East, et al, 2017; Kotler & Keller, 2011; Vermeir & Verbeke, 2004), the purchasing of products depends on personality and each case may differ. To illustrate, when it comes to purchasing sustainable products some consumers may associate the word "waste" by giving it a negative meaning behind, such as the product being of a poor quality. Even when the products may be lower in price, consumers may think that recycled products would not be of the same quality as non-recycled products. (OECD, 2008, 46) This would further suggest that consumers might lack education and general knowledge towards environmentally friendly products and sustainability. (Terlau & Hirsch 2015)

Consumers may receive information and knowledge concerning sustainable products through mandatory labels and standards, which could be used by Wohnwagon on their sustainable products. As stated by Krystallis & Chryssohoidis (2005) and Ghazali et al., (2017) quality, brand name, trust in certification and safety concerns, played primary impact on influencing the consumers buying behaviour. Extensive techniques have also proved to be successful for consumers in understanding green advertisements. Such extensive label techniques include natural wildlife background, emphasizing green and brown colours as well as including an imposition of certification labels to make the credibility of the product higher in consumers' perception. (Hultman, et al., 2011) Labels also provide information on action towards recycling and reducing pollution, which further influences consumers on continuing green behaviour. (OECD, 2008, 47)

For this reason, compared to early advertisements, which highlighted the words such as "recyclable" or "disposable", these words have been replaced by words such as "organic" or "energy efficient" (Hultman, et al., 2011, 9; OECD, 2008, 11). The consumers' response to such words is higher due to an easier understanding of the meaning behind Khare (2014, 3). The product can be stated to be "recyclable", however, it may not be available to all the consumers, as the products may be recycled in only specially dedicated places. Also not all consumers may be able to have a possibility to compose as it is also done in a specifically dedicated to it places. For this reason, using such words on the label as "sustainably sourced" does not ask for instantaneous action from consumers, hence the appealing of the product is higher. (Göçer & Oflaç, 2017; Ottman, 2001) By using correct words and honest statements on the labels on their sustainable products, Wohnwagon could increase positive response from consumers.

Furthermore, there have been several researches in the area proving that clear communication of the values, environmental strategies and commitments has the highest effect on consumer-buying behaviour of sustainable products. (Delafröoz, Taleghani, Nouri, 2014; Kumar, 2017) Eco-branding and eco-labelling are not sole functions in successfully promoting the product. (Delafröoz, Taleghani, Nouri, 2014; Cai, Xie & Aguilar, 2017) Eco-branding can be defined as the differentiation from other companies based on the attributes of the product. (Orsato, 2009, 96) While, eco-labelling is a term referred to environmental claim on the products, specifying that the products are environmentally friendly. (Dekhili & Achabou, 2014) Consumers might

lack the knowledge to interpret the meaning of the labels correctly. (Kumar, 2017; Mancini, Marchini & Simeone, 2017) According to further research, consumers past knowledge on sustainable products also significantly affected their green purchasing behaviour as well as the satisfaction on the past green product that the consumers purchased. (Cai, Xie & Aguilar, 2017)

3 RESEARCH METHODOLOGY

The thesis is focused on advertisement techniques for sustainable products and its impact on consumer buying behaviour. In order to answer to the research questions and accomplish the objective of this thesis, it is important to determine the research methodology. Thus, this chapter provides information on research methods and techniques used to gather the data as well as the limitations for data gathering including the methodology and the thesis as a whole.

3.1 Research methodology

Research is defined as the process conducted in a systematic way in order to establish facts and increase one's knowledge. It is important to notice that research is based on logical variables and not beliefs. In this research a deductive approach is followed, which is defined as "approach involving the testing of theoretical proposition by using research strategy specifically designed for the purpose of its testing". (Saunders, Lewis & Thornhill, 2016, 714) This type of approach was chosen because this research is theory driven and aims at answering the questions, which were studied in the literature review.

As mentioned in introduction, the research aims to answer to these questions:

1. Which factors have an impact on consumer buying behaviour for sustainable products, particularly in Europe?
2. How could current advertisement techniques of Wohnwagon be improved to have a larger impact on the consumption of its sustainable products?

In order to meet the objective of a deductive approach, it is important to determine the type of data collection used for conducting the research. In this regard, there are two types of data collection that are used to build the research. Specifically, primary and secondary data are used to conduct the research. Primary data are the data that are particularly collected in respect to the research project. (Saunders & Lewis, 2012, 316) While, secondary data are "the data that are originally collected for other purpose". (Saunders & Lewis, 2012, 727)

Primary and secondary data are further separated into qualitative and quantitative data. For this research particularly, qualitative data are used, which is defined as non-numeral data applied to gain understanding behind motivations and opinions of responders. Qualitative data are used to acquire a better understanding of the consumers buying behaviour of sustainable products and further develop action suggestions for increasing the purchasing of the product. (Saunders & Lewis, 2012, 569)

The objective of this research is to determine the most suitable advertisement techniques for promoting sustainable products of Wohnwagon and thus impacting consumer-buying behaviour. In regard to this objective and the research questions, the thesis is built around the concept of action research. Lewin (1946, 35) was the first to use the term action research, which is defined as “a comparative research on the conditions and effects of various forms of social action and research leading to social action”.

Action research consists of “purpose, process, participation, knowledge and implications.” (Saunders, Lewis & Thornhill, 2016, 189) This type of research combines data gathering as well as provides the simplification for possible future changes that may be required in the company. Participatory action research combines experimental and propositional knowledge that further lead to actionable knowledge. (Saunders, Lewis & Thornhill, 2016, 191) The action research approach is chosen because I wanted to make an impact in the company. Since I support the ideas of Wohnwagon and I believe that the awareness of their products, especially their sustainable portable home will substantially grow in the future. However, currently some potential consumers may not be informed about the products of Wohnwagon. In this regard, I had developed a plan for action to determine the advertisement techniques that had the best probability of success in promoting the product of Wohnwagon and thus increasing the awareness on the company and sales.

3.2 Sampling and data collection

Data collection is gathered from potential consumers of the case study company through questionnaires'. In addition, an interview with the CEO of Wohnwagon is conducted to see how the company does the promotion and which kind of advertising techniques is using to increase the sales and the awareness of the product. According

to the data analysis, the plan for action is developed to state some suggestions for improving the current methods of the company's advertising techniques.

As stated earlier, the interview is chosen as a part of data collection from Wohnwagon due to the reason that it allows the flexibility to answer questions while providing controlled answering order and high return rate. (Alshenqeeti, 2014, 43) The type of interview originally was planned as structured, however turned into semi-structured because it was adjusted according to the interview and consisted of a list of topics to cover on the interview. Several key questions are asked to define the advertising techniques that Wohnwagon is using but also open-ended questions are used allowing the interview to develop further in order to pursue the response in more detail.

Concerning data collection from Wohnwagon, qualitative questions are asked in the interview. By concentrating on such data collection, the company is given the possibility to provide more information towards the promotion techniques, which are currently being used. In addition, due to the fact that the company is located outside of Finland, the interview with the CEO and Co-Founder of Wohnwagon Theresa Steininger is conducted through Skype, meaning the time in order to conduct the interview is specifically prepared in advance to fit both sides and be completely prepared for the interview.

In addition to the first interview with Theresa Steininger, a follow-up interview was done to propose the suggestions and findings from this research and discuss their possible future applications for Wohnwagon. The interview was semi-structured and consisted of topics concerning questionnaire findings supported by literature review. The interview took approximately 30 minutes and was also conducted by Skype.

The questionnaire in this research was based on the literature review and the interview. After conducting the interview certain aspects were highlighted and new things were learned about the company. Thus, the questionnaire was adjusted to fit the data gathered from the interview by adding new questions and new options in multiple-choice questions concerning sustainability and advertising channels that the company is using. In addition to questionnaire structure, according to researchers (Ong & Weiss, 2000) people feel more comfortable expressing their views in anonymous questions compared to when they have to state their names. Due to this reason the questionnaire is created to be answered anonymously.

In this research the questionnaire was based on a non-probability sampling. Non-probability sampling is referred to sampling in which the subjects of the population are not equally divided within the population. (Saunders & Lewis, 2012, 134) This type of sampling was chosen due to time limitation given to conducting the thesis as well as the fact that this type of sampling does not require extra costs.

In addition, for data collection qualitative data collection is chosen because it provides an understanding of possible reasons for consumers buying behaviour towards sustainable products and describes the consumer's preferences towards advertising techniques. Qualitative questions in the questionnaire consist of closed-ended questions, such as choosing, which advertising techniques are the most convenient for the consumers and rating their interest in regard to usage of sustainable products. Hence, showing how potential consumers feel towards sustainable products, including their possible past experiences and their general knowledge on the concept of sustainability. (Saunders & Lewis, 2012, 187) Because questions consist of closed-ended questions, the structured approach is used. (Saunders & Lewis, 2012, 141) With a specific goal to increase the validity and reliability of this research, the questions are precisely formulated in respect to the research questions.

In addition to posting the questionnaire on social media such as my personal Facebook account, a web questionnaire approach that is defined as "the data collection technique in which the questionnaire is delivered by the researcher electronically to each responders email address" (Saunders, Lewis & Thornhill, 2016, 730) is used. The questionnaire was send by me to 2nd and 3rd year students from Turku University of Applied Sciences as well as to 4th year students of Business and Marketing School in Valencia via email addresses. The emails were sent to 136 students, however the exact amount of people to whom the questionnaire was send through Facebook cannot be stated. Because my friends, through their own Facebook accounts, also shared the post, meaning there is an unknown number of how many people could have seen the questionnaire, it could be guessed to be approximately 300 people. Overall, I was able to collect 78 responses, within 7 days. The time limitation was imposed due to the fact that this research had a deadline and to the fact that on the day 5th I stopped receiving new responses, meaning that the people who were particularly willing and interested in answering and participating in the questionnaire already replied in the first days.

The questionnaire was not specifically send to students in Austria where Wohnwagon is located due to the fact that the company is planning on expanding and going

international. The CEO of Wohnwagon particularly mentioned that the company is interested in Scandinavia and Western Europe. Hence by sending the questionnaire to students located in Northern and Western Europe, the results from the questionnaire from future potential consumers of Wohnwagon and their interest toward sustainability could prove to be more useful to the company compared to if the questionnaire would have been seen only to people located in Central Europe.

In addition, the students are chosen as potential consumers of Wohnwagon because they are more flexible to changing the lifestyle and trying new type of products opposed to an older generation who may find it more difficult in changing their habits, especially when it comes to sustainable home that Wohnwagon is providing. Also in accordance with the CEO of Wohnwagon since younger generation does not have as many possessions or kids as an older generation could potentially have, thus making this target group keener on accepting an innovation and adapting to changes.

3.3 Reliability, validity and generalization

The research and data collection techniques used for this investigation, however have some limitations.

Firstly, the non-probability sampling is used in this research that is stated to be a non-random sampling as well as subjective. In this type of sampling the selection of population is not specified and remains to be unknown. (Saunders, Lewis & Thornhill, 2016, 134) Non-probability is used in convenience sampling, meaning the data gathered is considered biased because the population is not given equal chances of being selected to reply to the questionnaire.

There are also stated to be limitations to using qualitative sampling, for example it is difficult to explain the difference in the quantity and quality of information gathered from the responders. (Barbour, 2000) In addition, qualitative sampling involves the process of categorization, which limits the quality of responses. (Elo & Kyngäs, 2008) Also the conclusions gathered from qualitative research may depend on the person conducting the research and the researcher's personal characteristics, making the results subjective. (Maxwell, 2005) The process of gathering and analysing the qualitative data is as well considered to be more time taking compared to quantitate data sampling. (Bowen, 2009)

Secondly, the amount of answers received from the questionnaire is also limited due to the people's personal preferences of participating in the research as well as the time limitation for conducting the research. Although, the questionnaire was sent to email addresses and social media accounts, it was left free for people to decide if they want to participate in the questionnaire or not.

Thirdly, as mentioned earlier, the questionnaire is posted on my social media accounts as well as forwarded to other people I may not know such as the friends of my friends. However, the age category of people would still more or less remain the same of approximately people between 15-35 years old. This further makes it difficult to be objective with the results, as the age category of people with different age is not reached, at least not in the same share as the younger audience of people. Thus, leading to losing control of my sample. This dataset further limits the generalization of the results because the main target group for my questionnaire would be students who currently may not be able to afford to purchase portable home that Wohnwagon is providing. However, due to such different price range of products offered by Wohnwagon, students are considered to be able to afford some sustainable products as well as to rent a portable home for a temporal amount of time. In addition, due to the fact that the questionnaire is sent to an international group of people, culture and lifestyle factors of the responders may also affect the way in which they answer or understand the questions.

Fourthly, the questionnaire is anonymous, making it easier for people to answer, however in turn it does not give the ability to remind the responders to complete the survey, in case they did not fully finished it, as well as to ask further related questions to questionnaire if necessary. In addition, the type of questionnaire is structured, meaning the responders may lack the option, thus limiting the number of answers given.

Lastly, there are also some limitations concerning the action research in general. For example the company possesses their own expectations and wishes in regard to involvement in decision-making and future application of suggestions. (Saunders, Lewis & Thornhill, 2016) Thus, Wohnwagon may not accept the possible changes or suggestions for improving their current advertisement techniques. The company could also adjust the suggestions for their own convenience and apply it differently to what has been originally suggested.

4 ANALYSIS

The questionnaire and the interview were specifically created to answer to the research questions and research objective of this thesis. As mentioned earlier, the questions for the interview with Wohnwagon are based on the literature review, while the questionnaire is based on both the literature review and the interview conducted with the company. This way, the questions in the survey were specifically designed to examine the extent to which Wohnwagon's current advertisement techniques are impacting consumer buying behaviour for sustainable products. Correlating the results of the interview and the questionnaire gives a possibility to state whether there could be any suggestions for improving the current advertisement techniques of Wohnwagon.

4.1 Interview results

The interview was conducted with the CEO and the Co-founder of Wohnwagon, Theresa Steininger. The interview took approximately 30 minutes and was conducted through Skype. Originally, structured interview of 17 questions was planned but during conduction of interview, I have noticed that some questions were not necessarily separately whereas other small questions and guidelines were added. Thus, the interview turned into semi-structured and question form was adjusted accordingly to the interview. In the end, the interview consisted of topics related to marketing and advertising techniques, which the company is currently using.

According to Theresa Steininger, the company started in 2013 as a crowd investment project. As she specified, no classical marketing strategy was used, there was no budget for marketing, and hence the company did not invest into advertising. The main technique, which was used, was communication of the idea throughout events related to start-up companies and investments. Theresa Steininger wanted to engage people and spark them with the idea of living in a portable sustainable home and using other sustainable products, which the company is offering. At that time the main strategy of the company was to build a mission and a tangible and understandable vision, which would give people the opportunity to see clearly the ideas behind the company. According to Theresa, the main priority of Wohnwagon is to build a community and a family of people who would be following the same idea and share the same passion for

living a sustainable lifestyle. According to researchers, clearly communicating the ideas is crucial for success of the company. (Delafruez, Taleghani, Nouri, 2014; Kumar, 2017)

4.1.1 Advertising channels and advertising techniques of Wohnwagon

As the company grew, the types of advertising channels increased. Currently according to Theresa, there are at least five different platforms, which the company is using in order to promote their products. According to researchers, Estrada-Jimenez, et al., (2017), the increase of Internet usage, has lead to the creation of new opportunities for advertisements to target a higher audience of people with less effort. The information on the website of Wohnwagon is constantly updated as well as on their Facebook page, providing news and tips to customers about the use of sustainable products of Wohnwagon. According to Theresa, such online platforms are used to build the network of people who are passionate about sustainability and interested in receiving information related to it. Nevertheless, Wohnwagon is also using paid personalized advertisements on Facebook, which are used to measure and track the possible customers as well as to see what the customer is interested about. According to researches (e.g. Yuan et al. 2013), personalized advertising is considered to be the most profitable and successful.

In addition, Theresa also writes a blog about Wohnwagon, which is being regularly updated. In the blog, the company sometimes mentions other bloggers and other products and in return other companies are mentioning Wohnwagon on their own blogs, which further increases the popularity of it. Wohnwagon has also build a relationship with journalists who write every other month about the company on different websites related to sustainable lifestyle and start-ups. According to researchers (Bailey, Mishra & Tiamiyu 2016; Hultman, et al., 2011; Kumar P., 2017; Terlau & Hirsch 2015) transparency and positive references by other parties about the company, help in building customer's trust toward the company's practices and products and hence impacting their consumer buying behaviour.

According to Theresa, there is a very strong viral effect on social media as well as offline. People talk about their products and the ideas of the company to their families and friends, who in turn share the ideas further to their friends. Thus, the social currently, which is referred to the actual and potential resources of a social network in

which the customers share information about the brand with others (Bourdieu, 1986; Joachimsthaler, 2010) is being used.

In addition to online advertising, Wohnwagon is also using offline advertising. Wohnwagon is being promoted on events related to start-ups and sustainability. Which is valuable because as mentioned by researchers (Stella & Vijayalakshmi, 2017) not everyone may have or want to use the necessary technological devices in order to constantly follow online advertisements. Hence, Wohnwagon has recently released their first magazine of 100 pages, which gives tips on “Know-how” and provides information on projects and advices about maintaining sustainable lifestyle. It is sold on an online platform, such as their official website as well as offline on the events and tours that Wohnwagon is attending. The company is not using posters, which according to researchers is good when it comes to promoting sustainable products, since posters may create unnecessary pollution. (Stella & Vijayalakshmi, 2017)

There is specific corporate design that is being used for visual advertisings by the company. In the follow up interview Theresa mentioned that Wohnwagon is using as many natural colours as possible, specifically green, brown and dark blue. The advertisements include images of wood and natural materials. In addition, there are two corporate fonts, which are being used by the company. As stated in literature review, according to researchers (Hultman, et al., 2011) imposition of natural colours and wildlife background increases the credibility of the product in customer’s perception, thus further making the product more successful on the market.

According to Theresa Steininger (2017) no personal selling is used because they do not want to pressure customers. On the opposite, all people approach the company by themselves, and Theresa is individually talking with every customer. In this situation, according to her, the company is creating a universe where people can all get in touch. As mentioned, by Khan (2006), personal selling may feel threatening and customers may feel pressured to buy something they do not particularly like, thus visual advertisements, which Wohnwagon is using considered to be a better technique.

Concerning advertising techniques, there are different types that Wohnwagon is using. As stated by Theresa, sometimes function or fact-based advertisements are used, sometimes emotional or image-based. She agreed that the company is using both types of advertising techniques but they are using them separately and she particularly highlighted that it is mostly concentrated on emotional based advertising. However, as

mentioned in literature review according to researchers Schmuck, et al., (2017) the mixture of emotional and functional based appeal is argued to be the most efficient for green marketing. Meanwhile, other researchers (Hultman, et al., 2011, 24) argued that advertisements with educational content are considered to be the most genuine in the eyes of customers and hence successful for promoting the product. In addition, Theresa mentioned that the company is not using bandwagon or repetition techniques, which have proved to be successful according to researchers. (Hudgins, 2017) However, association technique is present in the advertisements of Wohnwagon.

4.1.2 Target audience of Wohnwagon

Considering target audience, as mentioned by Theresa, the company does not have a particular target audience in a traditional sense of demographics but targets people with an interest in sustainability. Everyone is welcome to rent sustainable home or purchase it as well as other sustainable products offered by the company. In addition, each consumer has their own reasons for why they are inspired and why they want to rent or buy sustainable home. According to Theresa, some people like going back to the nature, other consumers like the technical concept and ideas behind the product, some consumers really just like tiny houses, while others like natural building style that is used in the product. As stated by Khan (2016) it is the advantage of advertising as it leaves space for personal interpretation, hence targets a higher number of customers with lower costs. In addition, as Kotler & Armstrong (2010) argued the combination of factors that influence customers, make each person's experiences and the decision making process behind purchasing products unique. Thus, as Theresa stated in her interview, it is important to note that each person is an individual and looking for something that they particularly prefer for their own reasons.

Even though visual advertisements target a higher number of customers, there are always some competitors, which may question the decision of the consumer and change his or her mind towards purchasing a product. However, as mentioned by Theresa, she does not believe that there is high competition in the market for sustainable home of Wohnwagon. Thus, as she stated she does not think there is a need to differentiate this particular product, since their product is already very original "other companies may be building small houses or sustainable products but overall there is no concept of fully sustainable portable home as ours, including online shop

and consulting about sustainability.“ (Theresa Steininger, 2017) However, it can be argued that when it comes to wide range of other products of Wohnwagon, there is a need to differentiate from other companies that produce similar sustainable products.

4.1.3 Expansion of Wohnwagon

Concerning the future of the company, Theresa Steininger (2017) is not planning to drastically change the advertisement techniques of Wohnwagon because she does not want to overload the customers with advertisements and lose the personal touch, which is build in the company on its values and framework. According to Theresa, she wants to go “step by step” when it comes to expanding the company’s advertising techniques, “I want to start the discussion and engage the customers in it, create a family of people who are following the same concepts”.

Nevertheless, Wohnwagon is planning to expand on an international level and create an easier accessible concept, in which the customers would be given the opportunity to experience the products. Currently, there is already a possibility to try sustainable home for a temporal amount of time by paying per night. In the future, Theresa Steininger would like to offer more try-outs and create more test projects, which would give the possibility for the customer to experience their products before purchasing them. Theresa specified how important it is for her to meet the flexible needs of customers. In addition, there is a plan to translate the information on the website for the international market as currently it is only available in German. Wohnwagon is planning to expand to Europe, particularly to France, Spain and Scandinavian countries, thus translating the content to English would increase their target audience.

Currently all the consumers of Wohnwagon are from German speaking countries, such as Austria, Germany and Switzerland. As mentioned by Theresa, for now aiming at German speaking countries is easier since the information on the website is in German. Hence, currently there is no need for translation as well as taking into consideration any extra regulations, laws and taxes, which according to previous research would be necessary when targeting internationally. (OECD, 2008) Although, the company is able to export internationally, for now it is easier to export to German speaking countries compared to other countries. According to Kotler & Armstrong (2010) the cultural differences may affect consumer-buying behaviour. In addition, as studied by researchers (Mann et al., 2012; Schaufele & Hamm, 2017) customers may

support local production and thus prefer purchasing the products of their own country of residence making it more difficult for sustainable companies to go on an international level. However as mentioned by Theresa, when it comes to sustainable home of Wohnwagon, she does not believe that the company has many competitors, which in this case would ease the possibility of going international. Even if customers may prefer local products, there may stated to be not as many exact substitutes of sustainable portable home that Wohnwagon is providing opposed to other sustainable products that Wohnwagon is offering.

The CEO was also interested in conducting a follow up Skype interview, after the analysis of the questionnaire is done. This would give a possibility to discuss possible suggestions for Wohnwagon in order to increase their current advertisement techniques and the consumer buying behaviour for sustainable products. Since this thesis follows an action research approach, creating a follow up interview is valuable as it would further lead to actionable knowledge and may give positive impact on the company (Saunders, Lewis & Thornhill, 2016).

4.2 Questionnaire results

The questionnaire was conducted based on the interview results and the literature review. The survey consisted of 30 questions of different types starting from the basic information about the responder, all the way to the opinion on sustainable products and advertisement techniques that people are using and would prefer. Gathering general information on demographics is important as according to Kotler & Keller (2011) buyer's decisions are influenced by personal factors.

4.2.1 Results on demographics

The questionnaire was posted on social media accounts where other people were free to further share it, as well as sent to student emails. The amount of people who responded to the questionnaire was 78. As it is seen on Figure 2, the number of responses spread quite evenly between genders: females represented 51.3% of the respondents and males 48.7%. Which further gives the results less objectivity, as they do not concentrate only one particular gender, because as discussed by researchers (Johnsson-Latham, 2007; Khare, 2014; Minieri et al., 1997; OECD, 2008) women are

considered to be more sustainable than men. Thus, by having almost the same ratio between the genders, the results shown are not necessarily related to only one gender.

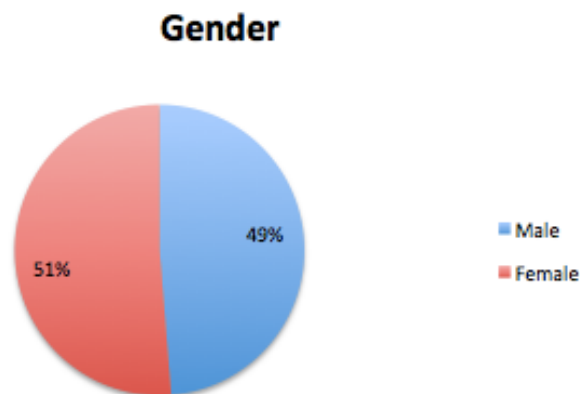


Figure 2. Gender in the questionnaire

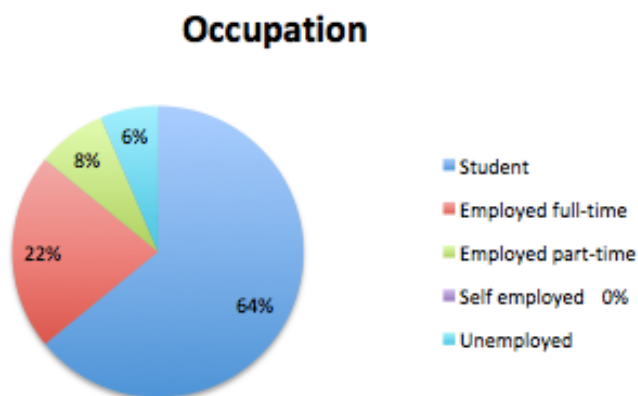


Figure 3. Occupation in the questionnaire

Due to the fact that the questionnaire was send to students and my personal social media accounts, as seen on Figure 3, most of the respondents (64.1%) who participated in the survey are students, while 21.8% are employed full-time. In addition, 56.4% of the respondents are currently enrolled in a university or school of a higher education and do not yet have degrees. Therefore, as seen from Figure 4 below, the majority of respondents belong to the age group of 20-25 years old. Hence, representing the younger generation of potential consumers of Wohnwagon. Consequently, an assumption could be done that due to the age range, most of the respondents do not own a property, hence may be more willing to consider the concept of sustainable home of Wohnwagon as an alternative to traditional housing.

Nevertheless, as seen from Figure 4, 9% of responders are representing an older generation of people who are over 50 years old. The fact that people of different ages participated in the questionnaire gives less objectivity to the results of this research, which were collected by non-random sampling technique.

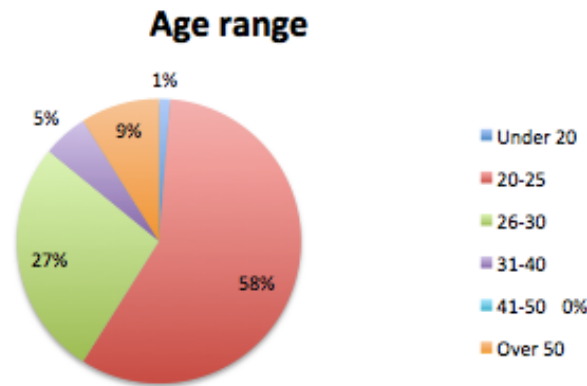


Figure 4. Age range in the questionnaire

As seen on Figure 5, the income of the people ranges, from no monthly income to 2000+ euros per month. However, due to the fact that most of the respondents are students, 37.2% of people chose an option of their income to be in the range of 500-1000 euros per month. Due to the fact that Wohnwagon is offering a very wide range of prices for their sustainable products as well as the possibility to rent sustainable home, the target audience for their products does not particularly belong to only one group of income level. Hence supported by Theresa (2017), the company is targeting a high audience of people who are interested in living a sustainable lifestyle.

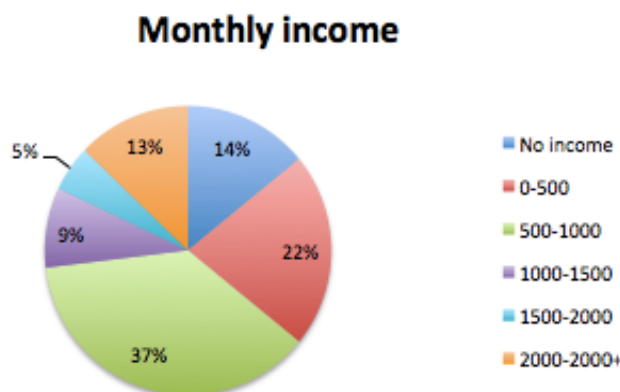


Figure 5. Monthly income in the questionnaire

In addition, in the questionnaire out of 78 responders, 59 % have stated that they are currently living in an apartment, while only 17.9% mentioned their current residence to be a house. In the questionnaire it was not specified if the property is rented or owned because the goal of this particular question was to analyse the type of accommodation of respondents rather than if it was owned or rented. Due to the fact that one of the main products of Wohnwagon is a sustainable home of only 25m², since most of the respondents are living in an apartment it would be easier for them to get used to such living conditions of Wohnwagon, compared to if most of the respondents lived in houses. In addition, most of the responders also specified that they are living with 1-3 people, while 38% of people are living alone. Meaning it would be easier for potential consumers to accustomed to living in a smaller sized accommodation.

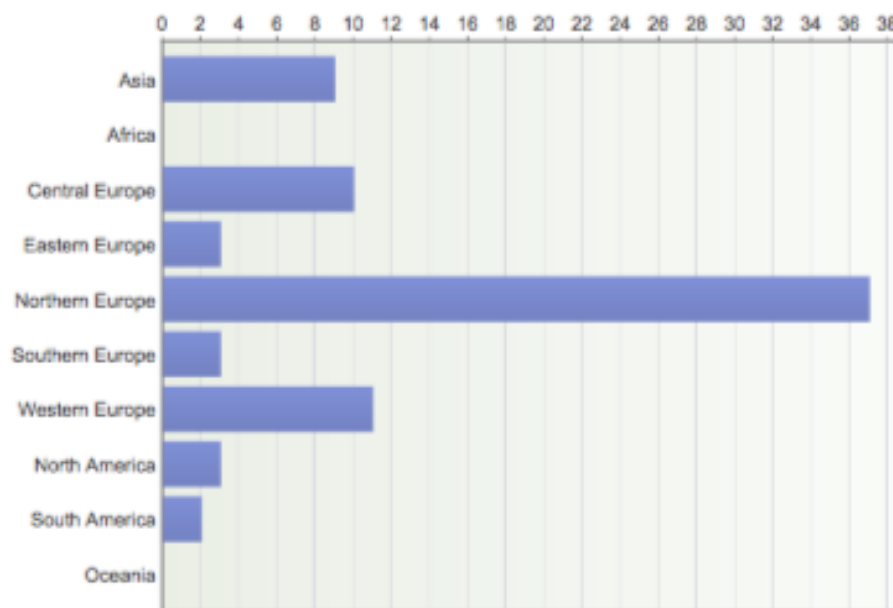


Figure 6. Nationality in the questionnaire

As previously mentioned, the questionnaire had time limitation and was based on non-random sampling, hence as noticed from Figure 6 most of the respondents (81.9%) are from Europe, in which nearly half of the people specified their country of residence to be located in Northern Europe. However, there were also some respondents from other parts of Europe as well as Asia, North and South America. The residence of potential consumers is valuable due to the fact that Wohnwagon is planning on expanding internationally, particularly to Northern and Western Europe. Nevertheless, due to research limitation, there are no representatives of people located in Africa and Oceania, proving the objectivity of non-random sampling.

4.2.2 Results on sustainability and advertising techniques

In the questionnaire, 88.5% of respondents stated that they are interested in learning more about sustainability, however it is important to notice that only 66.7% of respondents said that they know which products are considered to be sustainable. In addition, only 2.6% said that they purchase sustainable products very often. Most of the respondents (56.4%) specified that they purchase sustainable products on a seldom basis.

Even though customers are interested in learning more about sustainability and more than half of the respondents are informed about it, only a small percentage of customers are actually using and purchasing sustainable products on an often basis as many do not even know which products are considered to be sustainable. The reasons and suggestions for reducing such behaviour of potential consumers are stated below. Hence, as mentioned by researchers (Joshi & Rahman, 2015; Hugher, et al., 2007) such behaviour of customers is creating a “green purchasing inconsistency” or “green attitude-behaviour gap.”

As discussed by researchers, there are many different reasons for existence of such gap. According to Schaufele & Hamm (2017) customers with lower expenditure showed higher gap compared to the people of higher income, as mentioned earlier most of the people who participated in the questionnaire have rather low income, thus it can be further supporting this statement from previous researches. However, as argued by Khare (2014) people with higher income also purchase a higher number of appliances, thus even though the people with lower income show a higher green attitude-behaviour gap, they own less products in general and hence might be argued to be following the environmental policies more precisely.

In addition, Terlau & Hirsch (2015) suggested that in order to close the attitude-behaviour gap, it is important to lower the purchasing barriers by raising awareness among customers towards personal responsibility to the environment. As according to questionnaire results 56.4% specified that they often think about the harm they might be doing to the environment and 24.3% of respondents purchased sustainable products due to the realization of their environmental responsibilities. While only 5.1% are really not interested in environmental issues and 15 people out of 78 felt that their choices concerning sustainable products do not matter at all. Hence, increasing

awareness on sustainable products and living sustainable lifestyle in order to reduce pollution would help in decreasing the appearance of this gap. (Ottman, 2011; Kumar & Ghodeswar, 2015)

There was neither a strong agreement nor disagreement that sustainable products lack credibility and instructions, which could be further linked to the fact that most of the respondents represent a younger generation and located in the Second World country, particularly Europe, where education and technology are easier to access compared to Third World countries. Even though 58.9% agreed that sustainable products are available in their reach and that they are trendy, 71.8% of respondents said that there are not enough advertisements for sustainable products. In addition, 57.8% of people felt that there is no guarantee of a product being sustainable. According to Kumar (2017) this is another reason for the existence of green purchasing inconsistency. The customers should believe in environmental claims of advertisements. By clearly communicating the message and by creating better advertisements using the right channels to reach the target market, Wohnwagon would be able to increase the believability of their environmental claims even more.

In addition to reasons for existence of green purchasing inconsistency mentioned above, only 9% of responders do not pay attention to the country of origin of sustainable products. This further supports the findings of researchers (Mann et al., 2012; Schaufele & Hamm, 2017), which highlight that customers pay attention to the origin of sustainable products and it is important for them in order to make a purchasing decision. In addition, the research proves the concepts of Chan & Lau, 2004; Manrai et al., 1997 who argued for the importance of countries' origin and ecological reputation in increasing the customer's beliefs in credibility of green advertisements. This is important to notice due to the fact that Wohnwagon is planning to expand internationally. This means that when going international, customers would not only look at the product, company and advertisement of Wohnwagon but also at the origin of the company, which would further affect their consumer buying behaviour. Meaning that the purchasing decision of customers would be affected depending on how the customer sees Austria in regard to sustainability and sustainable practices.

In addition, Gao et al. 2017 argued that the reason for green purchasing inconsistency is due to differentiation between local and global identities. It is argued that customers with local identity are more willing to pay higher prices. In the questionnaire, 65 people mentioned the price for sustainable products to be expensive and highlighted it as the

main reason for affecting their purchasing decision towards sustainable products. However, it is important to notice that 64.1% of respondents are students with limited or not stable income per month. In addition, 55.1% of responders said that they would indeed be willing to pay a higher price for sustainable products if it would provide longer durability than a non-sustainable product. Thus, supporting the information stated previously by researchers (Aragon-Correa, et al., 2017; Ghazali et al., 2017; Ottman, 2011; Pickett-Baker & Ozaki, 2008), which mentioned that customers would be willing to pay a higher price for sustainable product if it would provide long-term health benefits as well as reduce their future costs for repurchasing the product by proving to be long-lasting.

Concerning the types of advertising techniques, only 11.5% chose emotion-based advertisements. Nearly half of the respondents (42.3%) preferred the advertisements that use concrete facts and 46.2% stated that they prefer the mixture of these types for the advertisements of sustainable products as the most affective. As supported by researchers Schmuck, et al., (2017) the mixture of fact and emotional based advertisements is proven to be the most successful. In addition, 83.3% of respondents mentioned the use of association in advertisements as a preferred type of advertisement technique for sustainable products compared to repetition or bandwagon techniques. According to Hudgins, 2017 association technique is influencing consumer buying behaviour by imposing associations of a product with a desired state of mind or a positive activity. Repetition was the least preferred option of responders concerning advertisement techniques as only 5.1% chose it. Supporting Wohnwagon's practices, since as mentioned by Theresa, repetition technique is not used by Wohnwagon for promotion of its sustainable products.

As it is shown on Figure 7 below, as the main factors for affecting consumer-buying behaviour towards sustainable products respondents chose price, quality and impact on health. As mentioned earlier by researchers (Aragon-Correa, et al., 2017; Ghazali et al., 2017; Ottman, 2011; Pickett-Baker & Ozaki, 2008) price, quality and impact on health play the main role when affecting consumer buying behaviour for purchasing sustainable products. Even though, opinion of others and easy use have the least importance to people who participated in this survey, 93.6% of respondents said that they would certainly buy sustainable product due to friends' recommendation. Implying that social currently is valuable when it comes to consumer buying behaviour of

sustainable products. This supports the ideas of Wohnwagon, in which Theresa highlighted the importance of social currency for promoting their product.

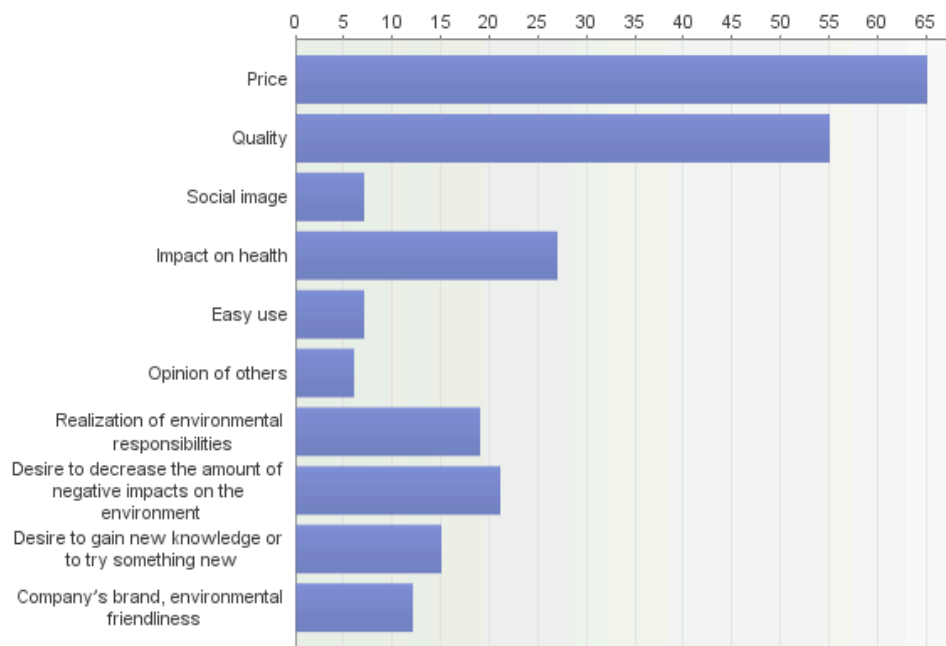


Figure 7. Factors affecting purchasing of sustainable products

In addition to the importance of social currency, as it is seen from Figure 8, after social media, friends and magazines are stated to be the most voted options for currently receiving information about sustainable products. Wohnwagon is currently using these channels for promoting their product, except television, which according to the questionnaire proved to be more successful compared to blogs and events and fairs. According to researchers (Estrada-Jimenez, et al., 2017; Stella & Vijayalakshmi, 2017) this could be due to the fact that television and magazines are an older way of advertising opposed to social media. As 9% of respondents in the questionnaire are representing an older generation of people who are over 50 years old, they may be more used to television and magazines and newspapers, thus consider them to be more reliable. People may also simply lack social media accounts to be updated with the information on an often basis.

In addition, as it is shown on Figure 9, when it comes to customers' preferences for receiving information about sustainable products, social media and newspapers/magazines were of preference, followed by television. Events and fairs also proved to be successful, meaning it is valuable that Wohnwagon continues to attend the events for promoting their product. Out of 78 respondents, 88.4% preferred social media to

other advertising channels. Supported by researchers (Estrada-Jimenez, et al., 2017; Yuan et al., 2013) online advertising on social media is considered to be the most successful and profitable and requires the least amount of costs opposed to other advertising channels such as television.

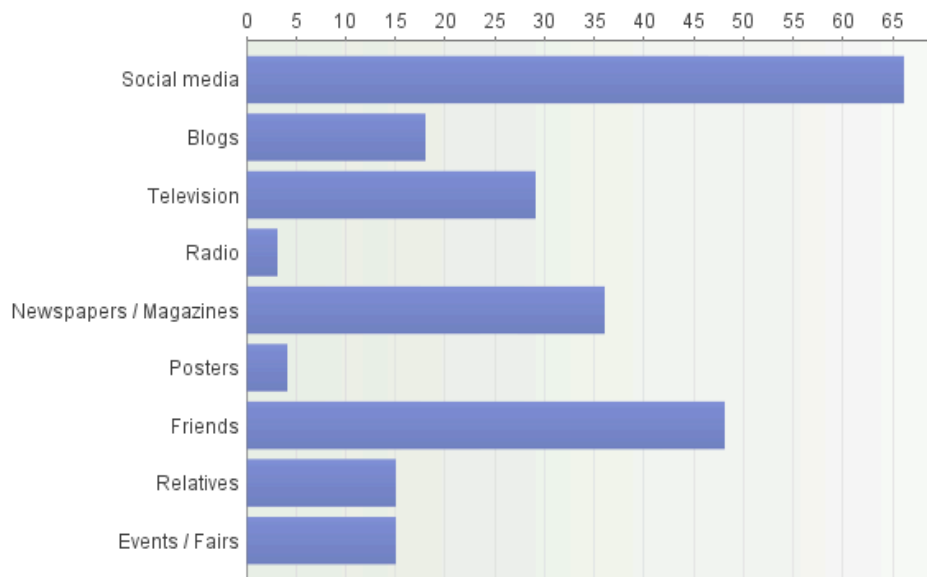


Figure 8. Receiving information about sustainable products

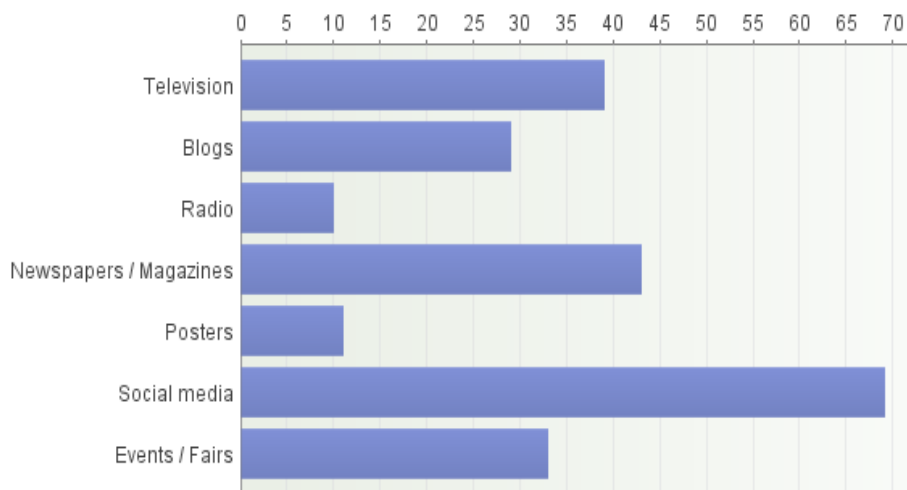


Figure 9. Convenient channels for receiving information on sustainable products

Concerning one of the biggest products of Wohnwagon, 41% of responders said they do not know what is an eco-friendly house and 75.6% answered that they want to learn more about the concept of fully eco-friendly house. According to researchers (Hultman, et al., 2011; Ottman, 2011; Terlau & Hirsch 2015) this further means that the customers

lack education and information on sustainable products or the information may be not as consisted and people may not understand it. However, no one of all the people who participated in the survey said that they would not be interesting in living in a fully eco-friendly house. In addition, 48.7% of respondents were confident that they would like to live in such house, while 51.3% of respondents were not sure about it. This data shows that there is an interest in the market for sustainable home of Wohnwagon.

In this regard, 79.5% of people agreed that trying sustainable product before purchasing it affects their future decision and 93.6% of responders said that they would try the concept of fully eco-friendly house for a night or a specific amount of time. Thus, basing on this result giving a possibility for customers to rent sustainable home of Wohnwagon before purchasing it proves to be successful.

4.3 Correlations of interview and questionnaire

Correlating the results of the interview with the results of the questionnaire helps to propose suggestions to Wohnwagon for advertisement techniques for sustainable products.

Considering the size of sustainable home of Wohnwagon, it is important to notice the type of accommodation that potential consumers are currently using. As mentioned earlier, since most of the respondents are living in an apartment with 0-1 people, it is easier for them to get used to the concept of living in a small house of 25m². As according to researches consumers would be more willing to stick with using a product if it is familiar to what they have experienced before. (Kotler & Keller, 2011)

Respondents were interested in trying the concept of sustainable home, however, most of the respondents are students with the income of 500-1000 euros per month, which makes it rather difficult to purchase such product of Wohnwagon as it is considered to be expensive. In regard to this, as mentioned by Theresa Steininger (2017) consumers are able to try out sustainable home for a flexible amount of time by paying per night, as it would be in a hotel. By giving this possibility to customers to experience the product, the target audience for Wohnwagon is increasing. Since customer does not particularly need to buy a sustainable home and is able to rent it for as long and as often as the customer would find convenient. In addition, it is important to notice that out of all respondents there is a high percentage of people (93.6%) who are interested

in trying the concept of sustainable home and stated that trying the product would affect their future purchasing decision. Also by offering a wide range of sustainable products with different prices on the website, Wohnwagon is able to target more people as well as people with lower incomes.

Concerning advertisement techniques, functional or fact-based advertisements were chosen to be of preference among customers, meaning that emotional based advertisements, which Wohnwagon is mostly concentrated on, might prove to be not as successful. By imposing the mixture of advertising types, Wohnwagon could target an even higher number of customers. According to researchers (Bailey, Mishra & Tiarniyu 2016; Terlau & Hirsch 2015) consumer behaviour is strongly affected by trustworthiness towards the company and the message that it is sending. Basing advertising on facts could increase customers' trust towards the product, compared to advertisements that are solely based on emotional aspects. In regard to this, companies should follow general rules in their advertising as well as on the labels in order to not mislead the customer. (OECD, 2008)

The CEO of Wohnwagon specified that the company is using social currency in order to promote the ideas and values behind their company. According to questionnaire, after social media and newspapers, friends are considered to be the most voted option for receiving information about sustainable products. As mentioned by respondents, social media, magazines, television and events are stated to be the most convenient advertising channels to receive information about sustainable products. In addition, 62.8% are following companies' updates on social media and websites, making Wohnwagons' current advertisement channels convenient for the customers to receive information about the product. However, even though, as mentioned by some researchers (Estrada-Jimenez, et al., 2017; Yuan et al., 2013) personalized advertising on social media is an easy, fast and profitable way of advertising, 46.2% of responders, said they do not pay attention to advertisements when using social media.

As mentioned above, general magazines were the third voted option for receiving information about sustainable products, meaning it is a good idea of Wohnwagon to release their new 100 pages magazine. In order to keep customers updated and interested, Wohnwagon could release new magazine issues from time to time. Besides social media, magazines and events, television was stated to be a convenient channel for receiving information about sustainable products, compared to blogs, which fewer respondents voted for. Thus, maybe in addition to blogs, Wohnwagon could also create

some advertisements on the television. As according to research even though it would be considerably more costly than blogs, it would provide visual advertising and could target a higher number of customers with fewer requirements for customer to spend time on reading the blogs. (Khan, 2006, Stella & Vijayalakshmi, 2017)

In addition, due to existence of 'green purchasing inconsistency' or 'green attitude-behaviour gap' it is important to educate the customers on the importance of using the products such as the ones that Wohnwagon is providing. Identity is a continual subject of change, however it plays an important role in increasing consumer-buying behaviour of sustainable products. (Hibbert, et al, 2013) By creating a positive status identity for people who use the products of Wohnwagon, it would be possible to make a shift in the gap. Wohnwagon could include the information of people who have purchased their sustainable products and this way show how by acting sustainable their life has changed to a more positive environment.

According to the questionnaire and previous research (Ghazali et al., 2017; Krystallis & Chrysosoidis, 2005) price, quality and brand recognition play an important part in affecting the consumer buying behaviour for sustainable products. By communicating the message clearly, Wohnwagon is able to promote the idea of sustainable lifestyle and their products. Due to the fact that 15.3% of respondents chose company's brand and environmental friendliness as an important factor for effecting consumers buying behaviour towards sustainable products, it is important to have a recognized brand image. That is why it is beneficial for Wohnwagon to maintain the updates from journalists about their company as well as from bloggers. Because creating a well-recognized brand image, with clearly communicated message behind positively effects on building and maintaining a good level of recognition from customers. (OECD, 2008)

Some researchers (Hynes & Wilson, 2016; Laroche, 2001) support the statement that it is important for the customers to know and understand the values of the company, which is producing the products. Thus, it is valuable that according to Theresa Steininger (2017) the company has firstly built their clear vision that is tangible and understandable to customers.

Considering the fact that none of the respondents said that they would not be interested in living in a fully eco-friendly house, it shows that there is a lot of potential for the portable home of Wohnwagon in the market internationally. In addition, most of the respondents are based in Northern Europe, supporting the fact that customers are

interested in the product not only from German speaking countries but internationally. Thus, translating the information on the website, expanding internationally and building a well recognized brand image with clear communicated fact or mixed based messages is important for the future growth and success of Wohnwagon.

In addition, according to researchers and questionnaire findings, origin of the products play an important part in consumer buying behaviour and their perception of the product. Hence, Wohnwagon has to consider that when going international some customers would perceive the company based on its country of origin, depending on where the customers are from. Due to the fact that currently all of the consumers of Wohnwagon are from German speaking countries, particularly from Austria, it shows that those consumers may have chosen the product due to it being located locally and hence supporting local production of sustainable products.

5 CONCLUSION

5.1 Research findings

The objective of this thesis was to determine the most suitable advertisement techniques for promoting sustainable products of Wohnwagon and thus impacting consumer-buying behaviour. More specifically, the thesis was designed to answer the following questions:

1. Which factors have an impact on consumer buying behaviour for sustainable products, particularly in Europe?
2. How could current advertisement techniques of Wohnwagon be improved to have a larger impact on the consumption of its sustainable products?

Regarding the first research question, and according to questionnaire findings, interview results and literature review, price, quality and impact on health are stated to be the main factors that impact consumer-buying behavior for sustainable products in Europe. In addition, primary and secondary data also showed that the advertisements for sustainable products are stated to be more successful if they are fact-based or mixed and include natural colors and wildlife as well as educational labels and easy understandable information for consumers. The fact-based or mixed advertisements are chosen over emotional-based in both the questionnaire and the literature review. The origin and location of the company is also important for potential consumers for making purchase decision. In addition, social media is stated as the most suitable and preferred advertisement channel for promoting sustainable products.

On the other hand, while questionnaire results show that association technique in advertisements is preferred, literature review does not prove that association technique is particularly better than repetition or bandwagon. This could be due to the reason that respondents did not want to accept that their consumer buying behavior is subconsciously affected by advertising techniques. In addition, the regulations from the government such as imposition of taxes on non-sustainable products, deposit schemes, subsidies, and imposed labels with “organic” and “energy efficient” words are also important factors that impact consumer buying behaviour for sustainable products in Europe.

As an answer to the second research question, in order to have a larger impact on consumption of sustainable products of Wohnwagon, current advertisement techniques could be improved by creating more educational content and increasing positive identity image of using sustainable products. It is important for the customer to believe in the credibility of advertisements and have trust towards the company's ideas.

Further findings implications for Wohnwagon and secondary findings are discussed in subtitle 5.2.

5.2 Implication of the findings

In a follow up interview with Theresa Steininger, the findings were discussed and suggestions about advertising techniques for Wohnwagon were proposed. Concerning creating more magazines in the future as they proved to be successful by respondents, Theresa mentioned that they would definitely do it. In fact, she is working on it right now and her goal would be to release a new magazine once per year, since it is a long magazine of 100 pages.

According to Theresa this kind of research had not been done in Wohnwagon and she would certainly be interested in creating more fact-based or mixed advertisements, as now the company is mainly concentrated only on emotional-based advertisements, which have not proven to be as successful according to the questionnaire and literature review.

In addition to advertising, even though Theresa mentioned they would never create television advertisements, she did say that the company would be interested in creating a movie about their products and sustainable living in general. This movie would be shown on television and sponsored by other sources and not the company. Thus, creating the movie could also be considered as a type of advertisement on television, which would be interesting for potential consumers.

Concerning green purchasing inconsistency, which is seen from the results of the questionnaire and supported by the literature review the possible solutions for it have been discussed. To decrease the appearance of green attitude-behaviour gap it is important to increase the trustworthiness and educational information from the company. In addition it is also important to build a positive image identity among consumers who use sustainable products. According to Theresa, currently there are

two consumers of Wohnwagon who write their own blogs about the products. She mentioned, in the future they would definitely be interested in increasing the number of previous consumers who write about their company and products as well as sustainable lifestyle in general, hence creating a positive image identity of people who use the products of Wohnwagon.

Moreover, some techniques that Wohnwagon is currently using are proved to be successful by both primary and secondary data. For example, using natural colors on visual advertisements, giving a possibility to try the product before purchasing it, using social media and social currency as the main promotional channels, using association technique as it was preferred by respondents, and building a clear mission and a vision of the company. As well as offering a wide range of different priced products on the website and translating the information as the respondents outside of German speaking countries had shown their interest in sustainable products. In this regard, Theresa was pleased and mentioned that they will continue doing these things.

Overall, Theresa was very glad about the research and the findings, as according to her such research had not yet been done by the company and will prove to be useful. As she mentioned, she would like to use the findings on her presentations and for future research for Wohnwagon.

5.3 Limitations of the study and suggestions for future research

Due to the fact that this research is based on non-random sampling, I was not able to provide more objective data. A further research in which all the individuals in the population and age range would have equal chances of being selected is advised. Collecting more quantitative data could give better statistical results, as currently the data received from the questionnaire as well as from the interview is qualitative, meaning it could be interpreted differently depending on the researcher.

In addition, according to Wohnwagon, the data collected in this research, would be used for presentations and further studies of the company. In this regard, another suggestion for Wohnwagon would be to make a similar research but focus on possible competitors and see how the company could differentiate themselves on an international market in the long term.

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7 APPENDIX

7.1 Appendix 1: Questionnaire

Dear respondent,

My name is Elizabeth Grokhotova and I am doing a research on advertising techniques for sustainable products and its impact in consumer buying behavior. I would like to ask you to participate in this survey, which will take approximately 5 minutes. The respondents are selected randomly. Please answer each question/statement as honestly as possible, all responses will be kept anonymous and will only be used for my research.

Thank you very much for your collaboration!

Kind regards,
Elizabeth

1. What is your gender? *

- ☐ Male
- ☐ Female

2. Please indicate your age range. *

- ☐ Under 20
- ☐ 20 – 25
- ☐ 26 – 30
- ☐ 31 – 40
- ☐ 41 - 50
- ☐ Over 50

3. Which region are you from? *

- ☐ Asia
- ☐ Africa
- ☐ Central Europe
- ☐ Eastern Europe
- ☐ Northern Europe
- ☐ Southern Europe
- ☐ Western Europe

- ☐ North America
- ☐ South America
- ☐ Oceania

4. Please select the highest level of education you have achieved. *

- ☐ High school/secondary school
- ☐ University/school of higher education (without a degree yet)
- ☐ University/school of higher education (graduated)

5. Please select your occupation from the following: *

- ☐ Student
- ☐ Employed full-time
- ☐ Employed part-time
- ☐ Self-employed
- ☐ Unemployed

6. Please select your current type of living from the following: *

- ☐ House
- ☐ Apartment
- ☐ Shared flat

7. How many people do you live with? *

- ☐ 0
- ☐ 1-3
- ☐ 4-6
- ☐ 7-9
- ☐ 10 - 10+

8. Please select your average monthly income: *

- ☐ No monthly income
- ☐ 0 – 500
- ☐ 500 – 1000
- ☐ 1000 – 1500
- ☐ 1500 – 2000
- ☐ 2000 – 2000+

9. Do you know which products are considered to be sustainable products? *

- ☐ Yes
- ☐ No

10. From where do you receive most information about sustainable products? *

Please pick 3 options from the list below:

- ☐ Social media
- ☐ Blogs
- ☐ Television
- ☐ Radio
- ☐ Newspapers / Magazines
- ☐ Posters
- ☐ Friends
- ☐ Relatives
- ☐ Events / Fairs

11. Do you pay attention to the country of origin of products? *

- ☐ Yes
- ☐ Sometimes
- ☐ No

12. Which advertising channels would be the most convenient for you to receive information about sustainable

products? *

Please pick 3 options from the list below:

- ☐ Television
- ☐ Blogs
- ☐ Radio
- ☐ Newspapers / Magazines
- ☐ Posters
- ☐ Social media
- ☐ Events / Fairs

13. When using social media do you pay attention to advertisements? *

- ☐ Yes
- ☐ No

14. Are you following any companies' updates on social media / websites? *

- ☐ Yes
- ☐ No

15. Please select which advertising channels do you pay most attention to when purchasing sustainable products. *

(1 = not affective, 5 = very affective)

	1	2	3	4	5
Social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Blogs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Television	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Radio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Newspapers / Magazines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Posters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Events / Fairs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Are you interested in learning more about sustainability? *

- ☐ Yes
- ☐ No

17. What types of advertisement do you like the most when purchasing sustainable products? *

Please select 1 option from the list below:

- ☐ When advertisements associate the product with a desired place or desired state of mind
- ☐ When advertisements use repetition of words and sentences
- ☐ The desire to use the product because other people are using it

18. Which type of advertisement would you consider the most effective? *

- ☐ Advertisements that use concrete facts
- ☐ Advertisements that trigger certain emotions
- ☐ The mixture of the ones mentioned above

19. What affects your purchasing decision for sustainable products? *

Please pick 3 options from the list below:

- ☐ Price
- ☐ Quality
- ☐ Social image
- ☐ Impact on health
- ☐ Easy use
- ☐ Opinion of others
- ☐ Realization of environmental responsibilities
- ☐ Desire to decrease the amount of negative impacts on the environment
- ☐ Desire to gain new knowledge or to try something new
- ☐ Company's brand, environmental friendliness

20. How often do you purchase sustainable products? *

- ☐ Very often
- ☐ Often
- ☐ Seldom
- ☐ Rarely
- ☐ Never

21. Would you be willing to pay a higher price for sustainable products? *

- ☐ Yes, I would
- ☐ Yes, if it provides longer durability than a non-sustainable product
- ☐ Yes, if it provides better health benefits than a non-sustainable product
- ☐ No

22. Would you be willing to buy a sustainable product due to your friends' recommendation? *

- ☐ Yes
- ☐ No

23. Do you know what is an eco-friendly house? *

- ☐ Yes
- ☐ No

24. Would you be interested in living in a fully eco-friendly house? *

- ☐ Yes
- ☐ Not sure
- ☐ No

25. Do you want to learn more about the concept of fully eco-friendly house? *

- ☐ Yes
- ☐ No

26. Would you try the concept of fully eco-friendly house for a night / specific amount of time? *

- ☐ Yes
☐ No

27. Does trying sustainable product before purchasing it affect your future decision? *

- ☐ Yes
☐ No

28. Please select how strongly you agree or disagree with the following statements. *

(1 = strongly disagree, 5 = strongly agree)

- | | 1 | 2 | 3 | 4 | 5 |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Advertisements for sustainable products lack credibility. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Advertisements for sustainable products lack information. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Advertisements for sustainable products lack instructions. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| There are not enough advertisements for sustainable products. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

29. Please select one option from the following: *

- ☐ I often think about the harm we might be doing to the environment.
☐ Sometimes I pay attention to environmental issues.
☐ I'm really not interested in environmental issues.

30. Please select how strongly you agree or disagree with the following statements. *

(1 = strongly disagree, 5 = strongly agree)

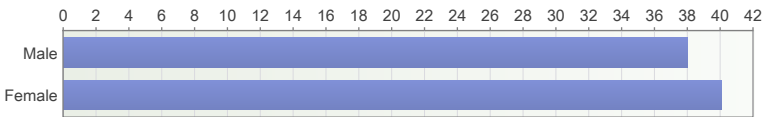
- | | 1 | 2 | 3 | 4 | 5 |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Sustainable products are expensive. Sustainable products are available in my reach. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Sustainable products are trendy. Information gathering about sustainability is difficult. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| There is no guarantee of a product being sustainable. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I feel that my choices concerning sustainable products do not matter. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

7.2 Appendix 2: Questionnaire results

Research questionnaire - Basic report

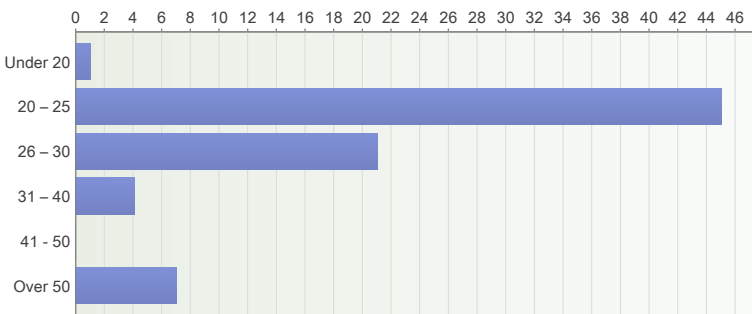
1. What is your gender?

Number of respondents: 78



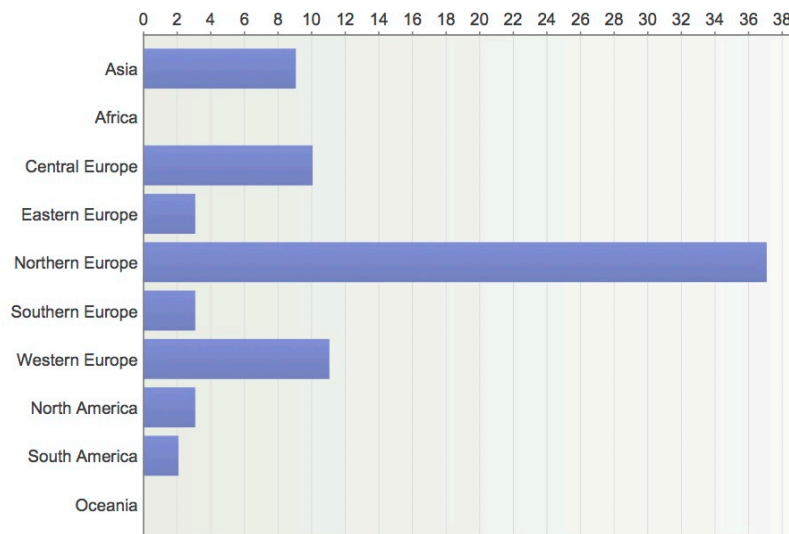
2. Please indicate your age range.

Number of respondents: 78



3. Which region are you from?

Number of respondents: 78



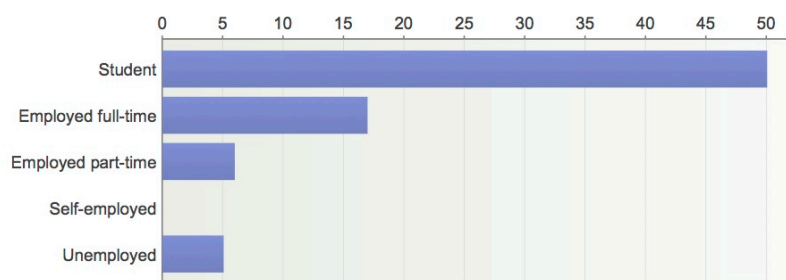
4. Please select the highest level of education you have achieved.

Number of respondents: 78



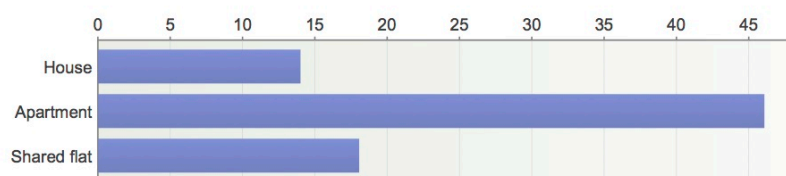
5. Please select your occupation from the following:

Number of respondents: 78



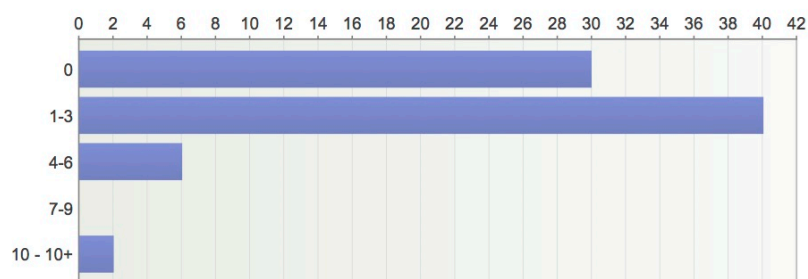
6. Please select your current type of living from the following:

Number of respondents: 78



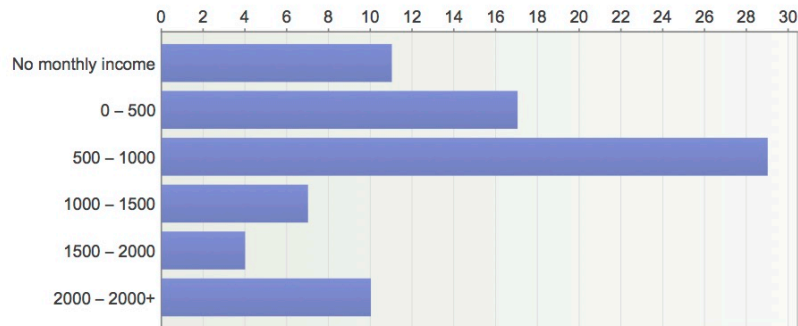
7. How many people do you live with?

Number of respondents: 78



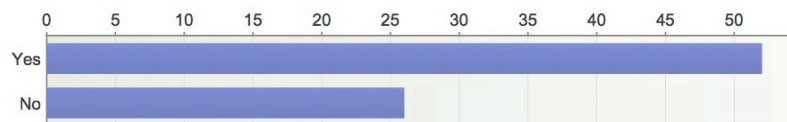
8. Please select your average monthly income:

Number of respondents: 78



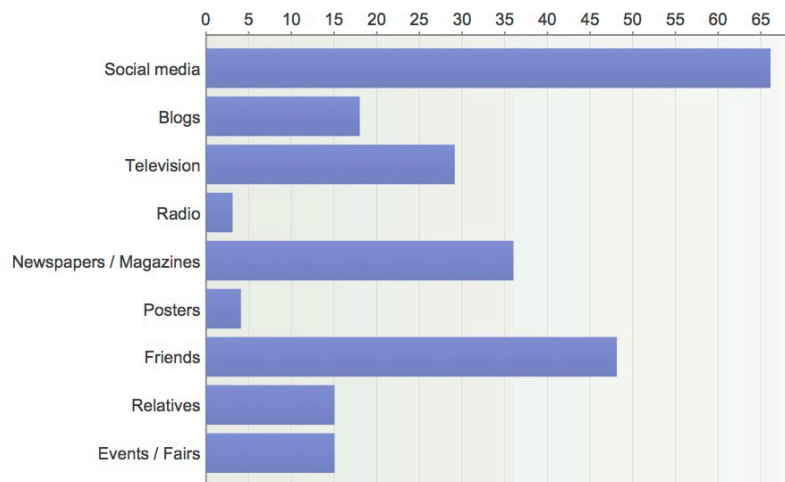
9. Do you know which products are considered to be sustainable products?

Number of respondents: 78



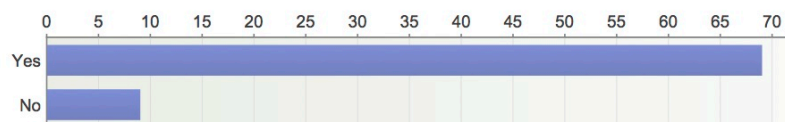
10. From where do you receive most information about sustainable products?

Number of respondents: 78



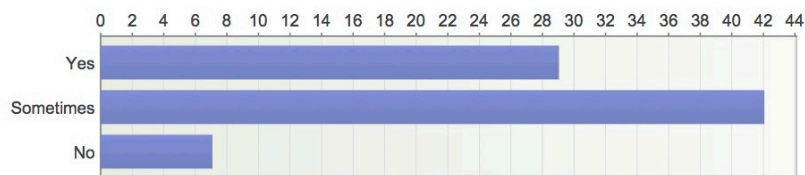
11. Are you interested in learning more about sustainability?

Number of respondents: 78



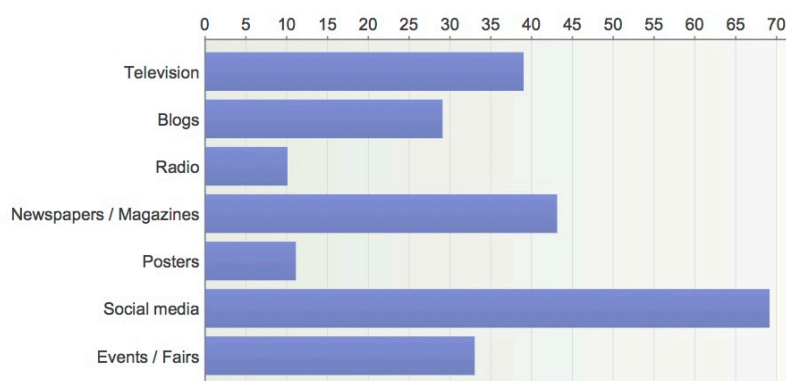
12. Do you pay attention to the country of origin of products?

Number of respondents: 78



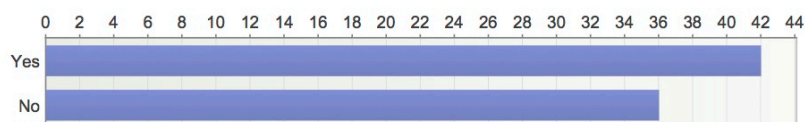
13. Which advertising channels would be the most convenient for you to receive information about sustainable products?

Number of respondents: 78



14. When using social media do you pay attention to advertisements?

Number of respondents: 78



15. Are you following any companies' updates on social media / websites?

Number of respondents: 78



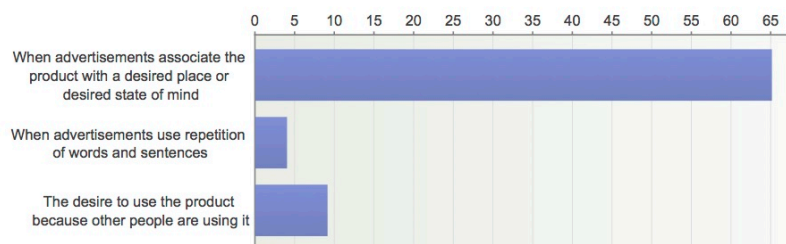
16. Please select which advertising channels do you pay most attention to when purchasing sustainable products.

Number of respondents: 78

	1	2	3	4	5	Total	Average
Social media	6	7	18	21	26	78	3.69
Blogs	26	10	15	19	8	78	2.65
Television	20	18	17	11	12	78	2.71
Radio	32	20	16	5	5	78	2.12
Newspapers / Magazines	13	15	22	10	18	78	3.06
Posters	25	21	12	10	10	78	2.47
Events / Fairs	17	9	18	21	13	78	3.05
Total	139	100	118	97	92	546	2.82

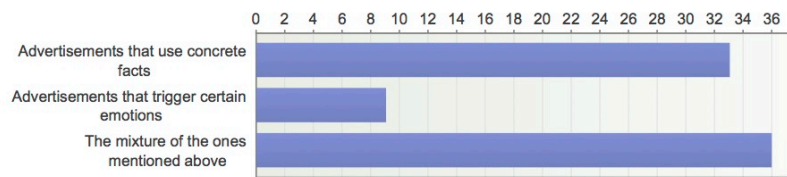
17. What types of advertisement do you like the most when purchasing sustainable products?

Number of respondents: 78



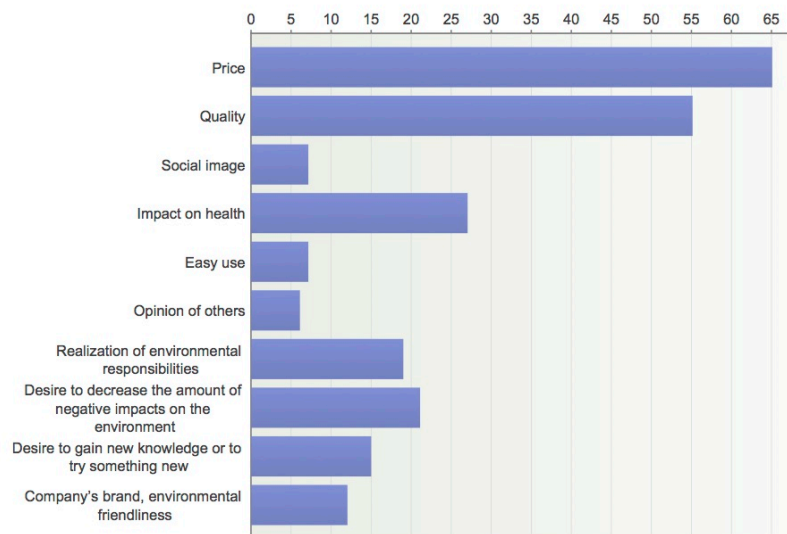
18. Which type of advertisement would you consider the most effective?

Number of respondents: 78



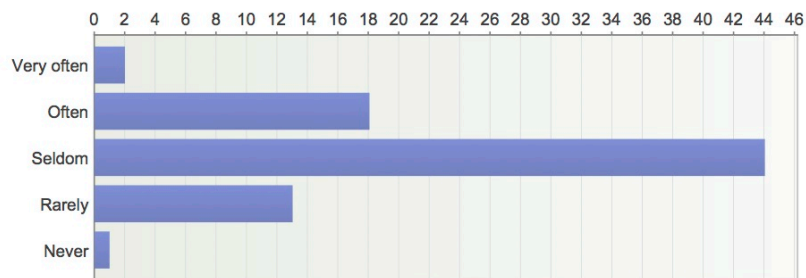
19. What affects your purchasing decision for sustainable products?

Number of respondents: 78



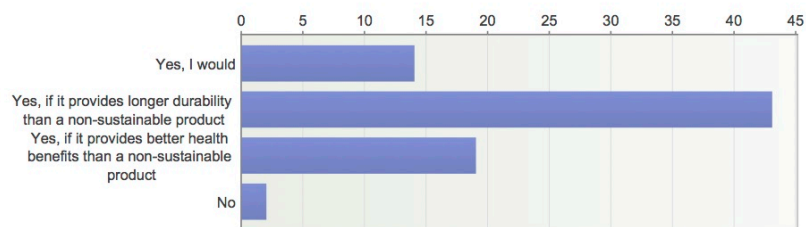
20. How often do you purchase sustainable products?

Number of respondents: 78



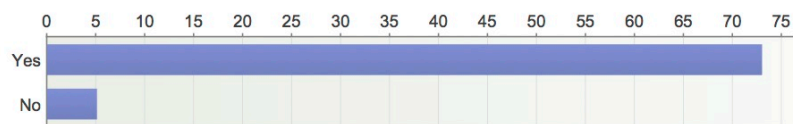
21. Would you be willing to pay a higher price for sustainable products?

Number of respondents: 78



22. Would you be willing to buy a sustainable product due to your friends' recommendation?

Number of respondents: 78



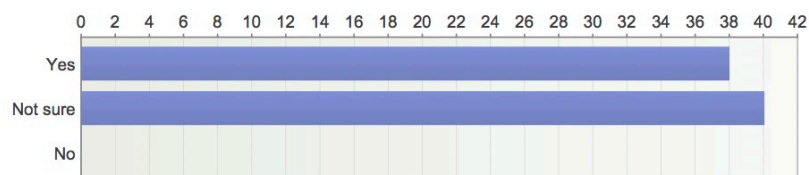
23. Do you know what is an eco-friendly house?

Number of respondents: 78



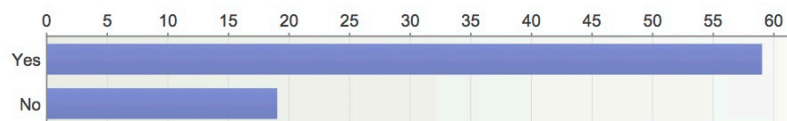
24. Would you be interested in living in a fully eco-friendly house?

Number of respondents: 78



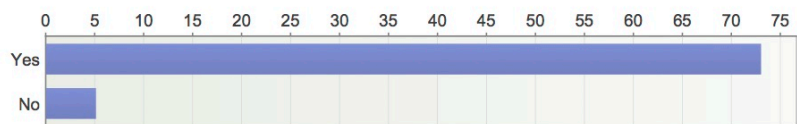
25. Do you want to learn more about the concept of fully eco-friendly house?

Number of respondents: 78



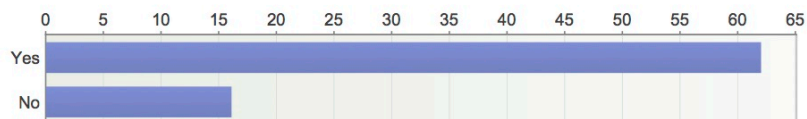
26. Would you try the concept of fully eco-friendly house for a night / specific amount of time?

Number of respondents: 78



27. Does trying sustainable product before purchasing it affect your future decision?

Number of respondents: 78



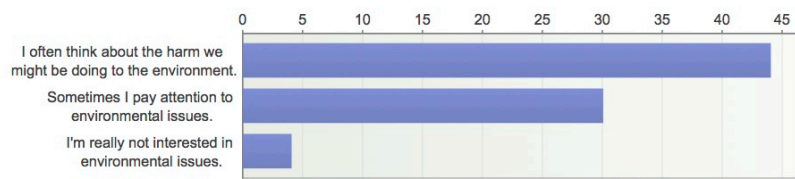
28. Please select how strongly you agree or disagree with the following statements.

Number of respondents: 78

	1	2	3	4	5	Total	Average
Advertisements for sustainable products lack credibility.	9	15	30	10	14	78	3.06
Advertisements for sustainable products lack information.	2	22	18	21	15	78	3.32
Advertisements for sustainable products lack instructions.	6	18	28	13	13	78	3.12
There are not enough advertisements for sustainable products.	5	4	13	26	30	78	3.92
Total	22	59	89	70	72	312	3.36

29. Please select one option from the following:

Number of respondents: 78



30. Please select how strongly you agree or disagree with the following statements.

Number of respondents: 78

	1	2	3	4	5	Total	Average
Sustainable products are expensive.	0	3	14	34	27	78	4.09
Sustainable products are available in my reach.	7	11	14	37	9	78	3.38
Sustainable products are trendy.	3	7	14	29	25	78	3.85
Information gathering about sustainability is difficult.	8	20	22	15	13	78	3.06
There is no guarantee of a product being sustainable.	0	13	20	24	21	78	3.68
I feel that my choices concerning sustainable products do not matter.	15	22	19	13	9	78	2.73
Total	33	76	103	152	104	468	3.47

7.3 Appendix 3: Interview

Interview questions to the CEO of Wohnwagon.

Hello, firstly I would like to thank you for your time. My name is Elizabeth Grokhotova and I am a degree student at Turku University of Applied Sciences.

I am interested in innovation, business and sustainability. When I was thinking of my thesis topic I came across your company and realized that it would be amazing to use it as a case study and do an action research about it for my thesis.

I very much like the idea of the company and the products, which you are selling.

I would like to notice that all the information would be used specifically for my thesis research, however if you do not want to provide some information you do not have to.

- Could you please tell me more about the beginning of your marketing process and how you implemented the idea into reality?

It all started in 2013 as a crowd investment project. To raise money from the investors we used communication and engaged people and sparked them with our idea. This is what we used to convince to invest in the company.

No classical marketing strategy was used, we didn't invest into advertising and had 0 budget. We build vision, tangible and understandable and tried to give the people the opportunity to see the passion and spark them with the desire be interested in the idea.

We are building a community and a family of people who are following the same idea.

- What kind of advertising techniques are you are currently using?

Social media, and other blogs, online platforms and we write to build the network. We use tools such as communication to build a personal relationship with prototype; we also build relationship with journalists, every other month they come back to write about us.

We also have a blog and sometimes we mention other and other people mention us.

We promote our idea on events as well that's how it started as well where we when looking for investors.

We are working with social media, we are building the company to show the passion and we make it visible on social media account. We are building a community, which builds a passion; we are building a family who follows the same ideas of life.

There is a very strong viral effect on social media and offline. People talk about our products and our ideas to families and their friends and further on. More stories are told to other people, a story about the future that you want to live in.

Social currency is used - it is used when you know something that no one else knows, something that could add value to your social status, something good for you and you pass it on to another person. It's very nice really.

We have our own website and Facebook page. We use paid advertisements on Facebook, it is an interesting way to easily measure and track the consumers and see what the consumer is interested about.

Also, magazines, we have our first magazine which is 100 pages. It's about all the "know how" and information about projects as well as apparent network, which is important. It's sold on online platform.

No personal selling is used, I don't want to pressure consumers and tell them that they should buy this or that. All people approach me, we are using it as a marketing strategy, and we are creating a universe where people can get in touch. We are individually talking with every consumer.

- What is your target audience?

We do not really have a particular target audience, everyone is welcome to come and try or buy the product. Each consumer has their own reasons for why they are inspired and why they want to try or buy sustainable home. Some like going back to the nature, other consumers like the technical concept and ideas behind, some consumers really just like tiny houses and some consumers like natural building style, which is used in the product.

It's important how each person is like, each one is looking for something of his or her own.

- Is your budget the same or does it change? Are you willing to change it?

At the beginning the budget was 0. Nothing drastic and expensive is being used and I am not planning to.

Later on when Facebook advertisements started to be used they have been paid.

- I think your idea for sustainable home is very original; do you find any competitors on the market?

I don't believe in the idea of competition because the market is so big and there are so many options on what you can do. I don't think there is any competition for Wohnwagon in the market right now.

I don't think there is a need for us to differentiate from others. Other companies may be building small houses or sustainable products but overall there is no concept as ours including online shop and consulting about sustainability.

- How do you deal with the competitors?

I am finding cooperation and creating a win-win situation. Incorporating the concept of the products together. But still as I said I don't believe there is any competition.

- Are you planning to increase your level of advertising

I myself have marketing background. But in the future I don't want many different advertisements like posters everywhere. I don't want to overload the customers. I want to start the discussion and engage the customers in it, create a family of people who are following the same concepts.

- Where do you see your company in the future?

Easier accessible concept, so it would be possible to experience the products. Offering free tryouts and next year I want to have more test projects, which would be free or the consumer would pay per night or week or month as in a hotel, depending on the amount of time he or she wants to try it for. I want to make it flexible to the consumers.

I aim to translate the information of the website and go to international market, Europe, for example France there are requests from there and Scandinavian countries.

- What are the main consumers of your product? (You could base the answer depending on previous consumers)

All of consumers are from Austria and German speaking countries (Germany, Austria, Switzerland) these countries are used because it is easy, there are no need for translation as well as no need for extra regulations or taxes. For now it's easier to export to these countries compared to other countries.

At the moments there are a lot of requests from abroad as well. We are also able to export abroad.

- Would you be interested in increasing your advertisements to an international level?

When the company is growing international it is losing its personal touch, which is used right now for building the company on certain values, framework of values. I do not want to lose this idea of personal touch and the company's values. For now I have individually talked with every consumer.

I learn and develop ideas and plans as I grow. I want to go step by step.

- What type of marketing are you using? (Fact based, emotional based or a mixture of both)

Fact based and emotional marketing both is being used. Separately, sometimes only fact based, sometimes only emotional based. Overall, I would say a mixture of these two but still mostly emotional.

- Would you be interested in a follow up Skype after I have the questionnaire results in order to discuss possible suggestions for Wohnwagon?

Yes, I would like to. But I want to say that we are not planning to change anything or increase the number of advertisements, because we don't want to drown our consumers with advertisements